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# DESIGN GUIDELINES FOR DOWNTOWN GOLDSBORO

The Downtown Goldsboro Development Corporation  
The City of Goldsboro, North Carolina

Revised April, 2009

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# **Design Guidelines for Downtown Goldsboro**

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**Goals for the Downtown  
Historic Rehabilitation Guidelines  
Site Design  
Commercial Buildings  
Residential Buildings  
Streetscape Design Standards**

**Revised April, 2009**

**For:**

**The City of Goldsboro  
Goldsboro, NC**

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## How to Use this Manual

This manual is set up to help you get the information you need for the particular type of project you are going to undertake, without the need to read the entire set of guidelines. Everyone should read the introduction and Section 2, Design Principles for Successful Downtowns, since they apply to all work in the downtown. Then you would only need to print out the relevant sections. If, for example, you are renovating an historic house, you would print or save sections 1 and 2, and Section 3, Historic Design Guidelines. If you are building a new house, you would need sections 1, 2, and 5, Guidelines for New Residential Buildings. If you are renovating an historic commercial building, you would need sections 1, 2, 3 and 4. And so on.

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## 1.0 Introduction

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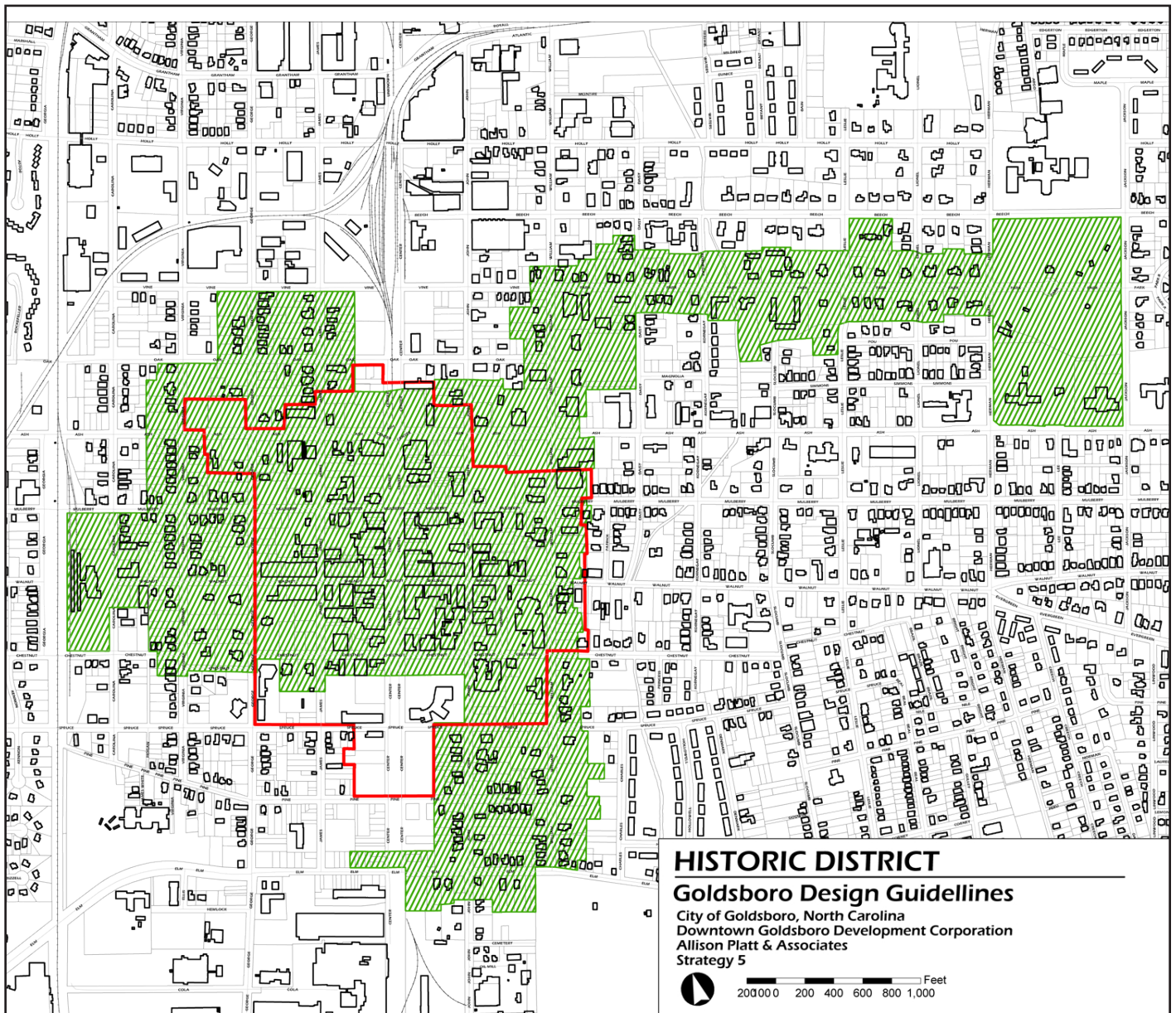
These design guidelines are organized into seven sections:

- After this introduction, the second section introduces the basic design principles and goals incorporated in this document. These design principals include quality architecture, urban design, and pedestrian priority. These principals apply to the entire downtown
- The third section, Guidelines for Historic Building Rehabilitation, provides the design guidelines and standards to be applied to all types of historic buildings throughout the Historic District as shown in the map on page 2, including commercial, civic, institutional, and residential buildings. They are meant to preserve and enhance the rich architectural legacy of Goldsboro's past.
- Sections four-six provide design guidelines for the three types of new development in the historic district and the downtown: the Central Business District (the historic commercial/civic core), Residential, and Commercial Corridor development. Each section refers to the areas delineated in the map on page 3.
- The final section presents guidelines for public space improvements, primarily in the form of streetscape cross-sections and accompanying text.

Also shown for reference on page 4 is the master plan for the downtown, from which the guidelines were developed.

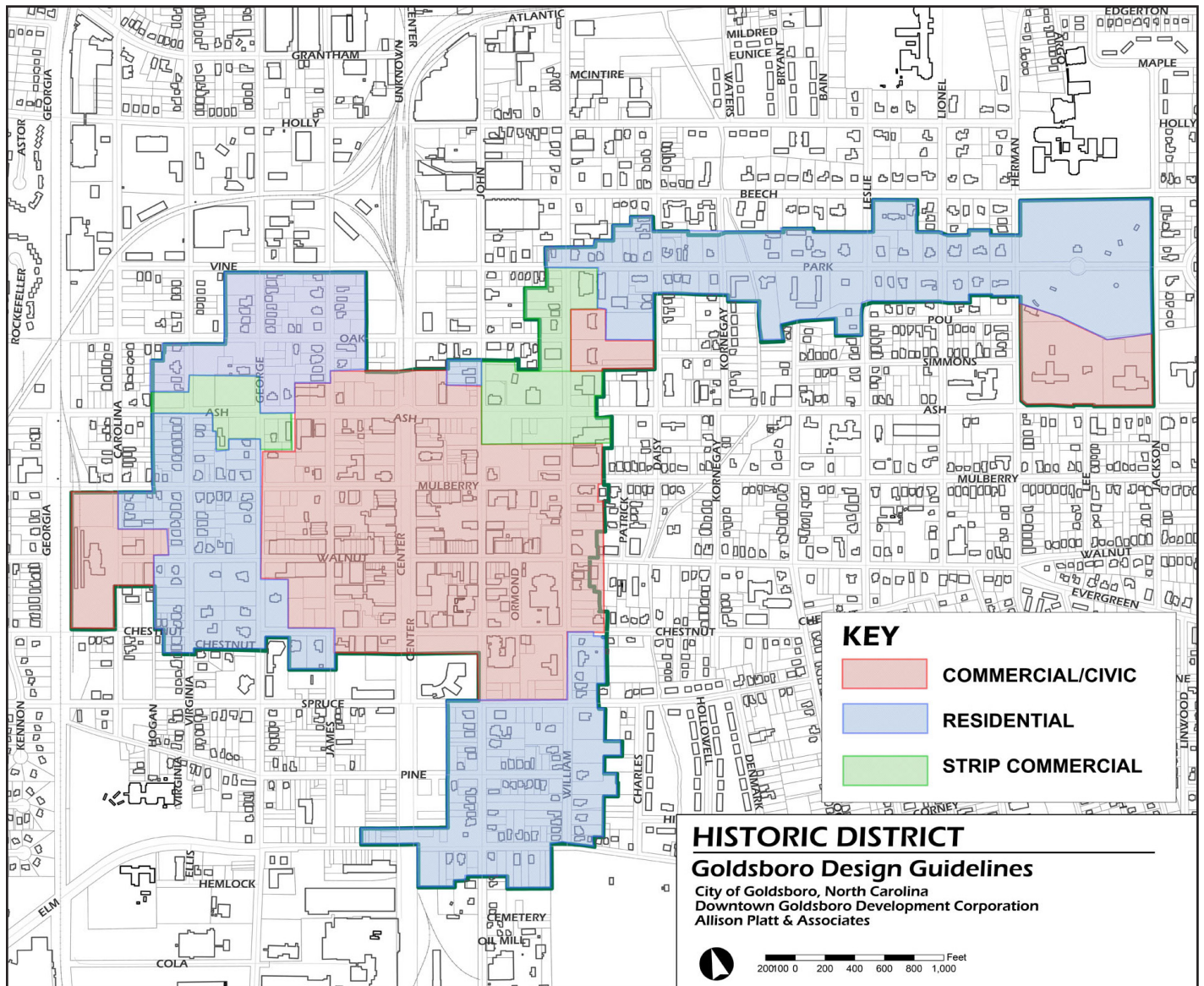
There are many distinguished historic buildings in downtown Goldsboro, both residential and commercial, and the historic architectural guidelines address the preservation and restoration of these buildings. The preservation of the most significant of these buildings is essential to the preservation of the image, history, and culture of the community. As new development occurs, these guidelines will help to create a coherent style that complements the historic character of Goldsboro without being imitative. It is important to understand that these guidelines do not require that existing buildings necessarily be restored, removed, or altered. However, when existing buildings are modified in any way other than cosmetically, or when buildings are replaced and new buildings are constructed, the design guidelines will apply.

The appendix specifies the United States Secretary of the Interior's Ten Standard for Rehabilitation.



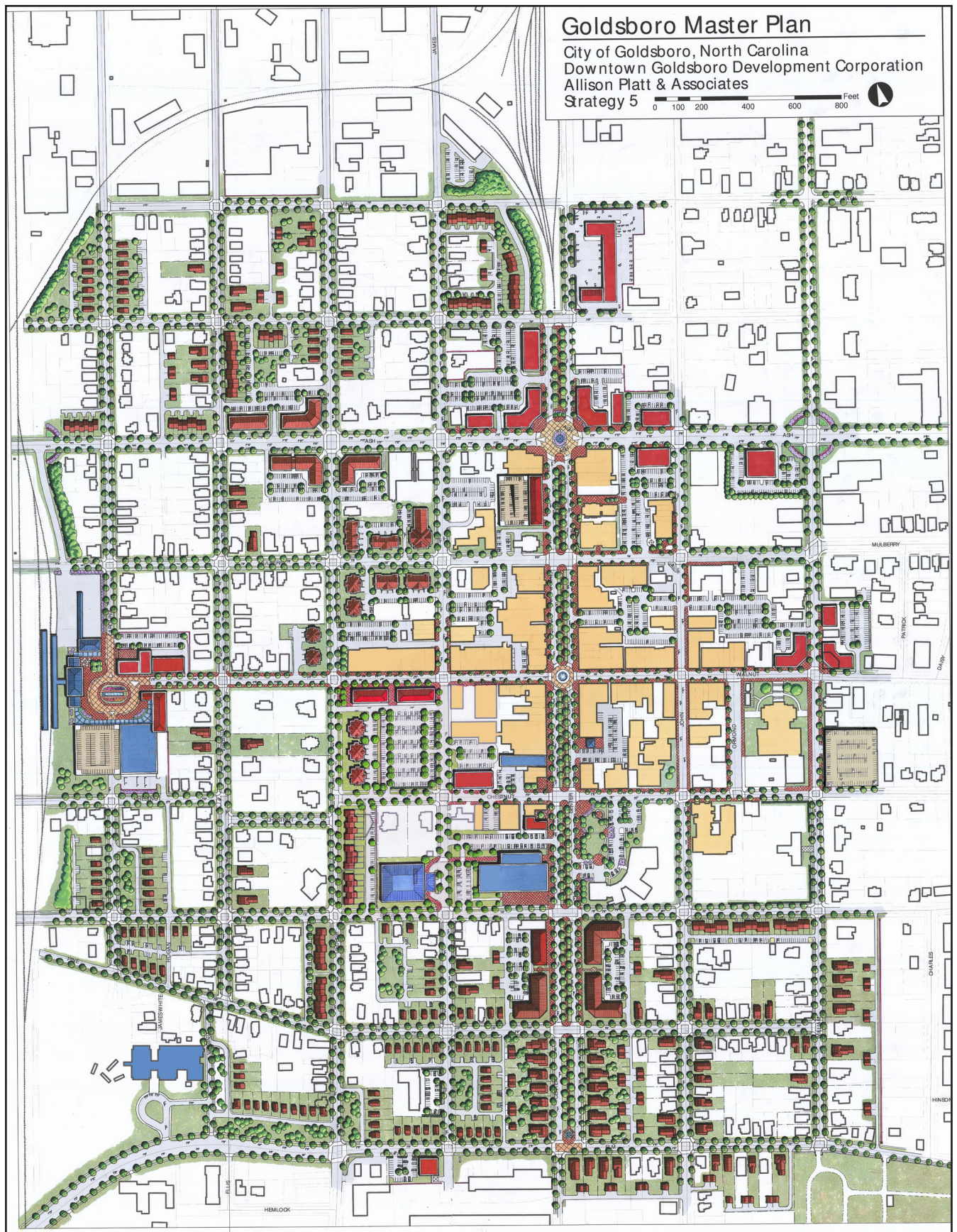
*The map above shows the locally designated and National Park Service recognized historic district in Goldsboro in green. For reference, the Municipal Service District, which contains most of the downtown historic commercial buildings, is shown as a red outline.*





The above map shows the different subdistricts within the Historic District. Sections 4 through 6 of these guidelines deals with each of these subdistricts.





*The Goldsboro Downtown Master Plan.*



## 2.0 Design Principles for Successful Downtowns

No zoning code or design guideline can cover all possible development scenarios. These design principles should guide decision-making regarding appropriate development.

### 2.1 Urban Design Principles

1. **Establish and maintain a unified, improved identity for the downtown.** The work completed in the Master Plan and the design guidelines builds on the existing historic character of the downtown area. Future public and private projects should strive to harmonize with that character.
2. **The downtown should be the civic, cultural, and activity center of the entire community.** In commercial areas, a sense of architectural enclosure, seating areas, areas of shade and sun, attractive streetscapes, cafes, and a richness of experience in the public environment should be the goal. This can only be accomplished through coordinated public and private efforts. The Town Center character should be expressed through such elements as pedestrian connection of buildings to parking and the street, landscaping and screening of parking areas, abundant street trees, and enclosure of the street through similar building heights and setbacks along with landscaping. In residential areas, the provision of front yards, porches and porticos, set-back sidewalks and street trees, similar materials and the context-sensitive use of a “family” of designs for new buildings will help to establish a traditional neighborhood character.

*East Bay Street in Charleston is a good example of a mixed use district. Retail, restaurants, offices, residences and inns all reinforce each other and extend the cycle of activity into the evening. See # 3.*



3. **Encourage mixed uses downtown.** The success of a downtown is dependent on a mix of uses including office, retail, restaurant, civic, and residential. Mixed uses help ensure activity and security at all times of the day and evening and reinforce commercial uses by extending the cycle of activity. Restoration of existing buildings and development of new buildings in the CBD should, if possible, include residential in the upper floors.

4. **Increase the density downtown to reinforce the pedestrian environment.** The “fringes” of the downtown between commercial areas and residential areas are dominated by parking lots and vacant land

(Top) A continuous “street wall” of buildings creates an attractive pedestrian environment. See #4, at right. (Middle) “Strip” type uses and patterns of development on George Street are not appropriate for the downtown. See #5 at right.



Elements such as floral displays, landscaping, portals, and special paving can be combined to create a gateway into the downtown or important destinations within it. See # 7 at right.

and buildings. Infilling these areas with new buildings and improving the connections between the two areas will encourage people to explore the downtown on foot.

- 5. Avoid suburban or rural land-use patterns in the downtown,** specially along the corridors that bring people into the downtown such as Ash, George, and Elm Streets. “Strip”-type development, continuous driveways along the edges of properties, parking in front of buildings, lack of screening, and lack of pedestrian amenities discourage people from exploring the downtown on foot, and discourage retail businesses and restaurants from locating there.
- 6. Unify the downtown with common design elements** while allowing individual or area identity. Public streetscape and green spaces should include common design elements, such as paving materials, lighting, and street furniture in order to create a unified character for the downtown. Likewise, architecture should have elements that are repetitive or common in order to unify the whole. Within this unifying structure, however, there should still be ample room for individual expression. Architectural styles differ throughout the downtown, but a similar family of materials and streetscapes will help to unify them.
- 7. Enhance gateways and view corridors.** The design of public and private areas that serve as gateways into the downtown, or that terminate views down important streets should be given special consideration. Examples of gateways to the downtown include the intersection on Ash immediately to the east of the railroad tracks, or the intersection of William and Ash Streets. These areas provide the opportunity to welcome visitors and residents into the downtown, and to establish or reinforce its unique identity.

## 2.3 Architectural Design Principles

1. Draw on regional styles of architecture to reinforce a sense of place. There is an attractive regional architectural style in the state and the eastern part of the state in both domestic and commercial architecture. Whenever possible modern construction should draw on the proportions and materials historically used in the area. This is not meant to dictate historic recreations, but rather to interpret historic regional architecture using current technology and creativity, and to avoid inappropriate architecture such as adobe architecture from the southwest.
- 2. Orient the main facades of buildings to the street.**
- 3. Avoid blank facades on the ground level and especially on the street.**





*These two images illustrate how a building can serve as the termination of important view corridors along both Ash Street and Center Street (the clock tower). See #6 at right.*



4. **Articulate buildings for visual interest.** Use of features such as brick banding, arched windows, articulated facades and cornices, interesting roof lines, setbacks on taller buildings and paneled storefronts adds to the visual interest when seen both from a distance and nearby.
5. **Use high quality building materials to provide a quality image, fire safety, and permanence.**
6. **Use sites of visual prominence to create architecture that responds to the opportunities presented.** Buildings that terminate views down important streets and buildings at important intersections are examples of perfect locations for special buildings or architectural features that celebrate their visual prominence.
7. **Articulate the ground floor of buildings to respond to the pedestrian.** Require ground floor architecture in commercial/retail areas to be “open” to the street. The traditional “storefront” in retail areas increases activity and adds to civic life through display of goods and services. Even where the activities are not strictly retail, such as the ground floor of a restaurant or office, transparency should still be employed to provide enhanced entry areas or views to attractive lobby spaces, atriums, or displays, and to provide flexibility of use over time. Where large buildings with few windows must face the street, such areas can be used to create outdoor seating areas or gardens. Consideration of safety must be taken into account, but whenever possible we would recommend the use of open grates or special thick glass rather than roll-down solid metal shutters in order to make the street attractive even when stores are closed.

## 2.3 Pedestrian Priority

1. **Give priority to pedestrians.** The goal of all elements in the plan and guidelines should be to create an **attractive, unified and walkable environment that responds primarily to the needs of people rather than automobiles.** Creating a pedestrian-friendly environment should include the following elements:
  - Barrier-free design both on the street and into and around buildings;
  - Separation between pedestrians, bikes and vehicles;
  - Creation of an interlocking pedestrian system within the entire downtown including sidewalks, street crosswalks (with crossing lights where necessary), and enhanced alleyways;
  - A comprehensive system of public signage to orient and inform the visitor to the downtown;





*Priority for people rather than automobiles*



*Restaurants and other attractions*



*Attractive pedestrian connections*



*Activities for all ages*

- Safe, attractive, and well-lit pedestrian connections between parking and sidewalks;
- Mid-block pedestrian connections on long blocks, and/or public passageways through central sections of large buildings to connect parking areas and the street;
- Careful design of streets and bikeways, including the incorporation of signage that informs bicyclists and motorists that pedestrians always have the right of way.

2. **Create pedestrian spaces in retail and commercial areas that add to the life of the downtown.** In retail/commercial areas, the emphasis should be on parking one's vehicle and enjoying the area on foot. This translates into the need for connections, color, detail, wayfinding signage, interesting architecture, sun and shade, safe and attractive sidewalks, streets, parks and plazas. Elements that add to an active pedestrian environment should include:
  - Active uses, detailing and transparency on the ground floor of all buildings;
  - Seating areas, parks and plazas integrated into the overall streetscape design to create safe, attractive areas for a whole range of activities from quiet conversation to large events;
  - Encouraging private spaces that add to the success of the downtown through the provision of such amenities as outdoor cafes and restaurants, seating areas, landscaping, and spaces for display or special events.
3. **Sidewalks, crosswalks and handicap ramps** should be installed on all streets as they are renovated.
4. **Street trees** should be planted on all streets to unify and beautify the downtown.

## 3.0 Guidelines for Historic Building Rehabilitation

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*The original City Hall is a magnificent example of Greek Revival architecture with Federal elements such as the dome. The commercial building at the bottom of the page is an excellent example of Italianate commer-*



### 3.1 Historic District Defined

The Historic District is defined on the map on page 2. It includes the areas shown in green.

### 3.2 Existing Architectural Styles in Goldsboro

#### Commercial Building Styles

Many of the buildings along Center and Walnut Streets still have most of their original architectural features intact. Others have their facades covered by more modern materials, so it is difficult to tell whether the original facade is intact behind the covering. One of the most distinguished buildings in the downtown is City Hall, which is a memorable Greek Revival building now being restored. The Wayne County Courthouse is another distinguished Greek Revival building.

Many commercial buildings are Italianate or have Italianate elements, especially on the upper facades. Italianate was a popular commercial building style in the early part of the last century (there are also many Italianate residential structures).

Other buildings include fine examples of Neoclassical, Federal, and Victorian styles, and there are a few interesting examples of other styles, such as the Art Deco County Administrative Office building on William Street.

#### Residential Building Styles

There are many fine examples of Italianate, Queen Anne, and Victorian houses in the residential areas surrounding the downtown. There are even a few Craftsman-style houses, and a few Colonial Revival houses. Even some of the smallest houses near the downtown show elements of Victorian style and attention to detail that make them a valuable part of the community's history and culture.





## Historic Commercial and Civic Buildings

*Clockwise from top left, Italianate, Classical Revival, Victorian and the Greek Revival Courthouse.*



## Historic Residential Buildings.

*Clockwise from middle right, Craftsman, Foursquare, and Queen Anne architecture..*





### 3.3 Historic Architecture Rehabilitation Guidelines



*The house shown above is a classic example of Italianate architecture. Note the narrow vertical windows with arched tops, bracketed eaves, and elaborate porch.*

The National Park Service has assembled a series of standards to guide renovation and restoration of historic structures (see the Appendix). These are called the Standards for Rehabilitation and are based on ten principles created to help preserve the distinctive character of an historic building and its site while allowing for reasonable change to meet new needs.

Buildings on American Main Streets and in older residential neighborhoods typically evolve and change over time so that today they are a mixture of newer and older buildings and the layers of changes incurred in them over time. This is particularly true in the commercial core where merchants have modified their storefronts, perhaps several times, to reflect the latest marketing approaches. Architecturally, historic commercial buildings often have “split personalities”

where the upper floors remain largely untouched, retaining their historic character, and the first floors have been modernized, masking their original appearance.

The Historic Design Guidelines outlined in this chapter are based on the Secretary’s standards. They are meant to guide the process whereby buildings are maintained in harmony with their historic past. Each building has its own particular history and architectural story to tell and therefore buildings should be considered in an individual manner.

If many of the original details of buildings to be rehabilitated have been lost over time, it is recommended that the owners try to find photographs of the building from near the time it was built, or study examples of similar buildings that have been restored in order to gather information on appropriate architectural details for each building type.

#### General Guidelines

- Every reasonable effort should be made to preserve and enhance the historically significant elements of a building.
- Architectural restoration, rather than renovation, is the preferred option when feasible.
- Qualities such as massing and scale, verticality or horizontality of architectural lines and rhythm of the fenestration are all critical to overall design. These qualities should be studied and retained when possible.

- Before replacing historic elements of a building, preservation and consolidation should be considered.
- All additions and renovations to existing structures should complement the original elements in terms of material, size, shape and color.
- New construction must be appropriate to the period and style or character of the building and the district as a whole.
- To avoid deterioration and possible loss, all elements, especially the historically significant elements must be carefully maintained. Repairs should match in terms of materials, size, shape and color.
- Façade details such as cornice ornaments should never be covered to avoid the need for maintenance, painting or refinishing.

Building owners should be particularly aware of the importance of the following guidelines as they consider improvements and changes to their properties.

#### Roofs, Gutters and Downspouts

Roofing material, historic or modern, has a finite life span and is one of the few things that must be replaced on almost any building over the course of its lifetime. As roofs are replaced the original material installed is often changed to a more modern replacement material. Historic roofing materials included wood shingles, slate, terra-cotta tiles, metal and asphaltic membrane. Modern replacement materials include asphalt shingles, cement tiles and rubber, asphalt or man-made membrane roofing. Selection of original roof materials was based on the form of the roof and the architectural style of the house. On historic and modern pitched roofs, shingles, slate or metal may be installed but due to the nature of the materials and attachment techniques, flat roofs require that metal or membrane be used.

Existing roof materials determined to be original or historically accurate should be repaired or replaced in-kind to match existing materials. If repair is not possible then replacement with historic materials appropriate to the roof form and style are required. If flat or very low-pitched roofs are not seen from the ground, then a rubber or man-made material may be used.

When replacing non-historic roof material or historic material that cannot be repaired, the existing roof should be removed.

Many older buildings have gutters that are integral with the roof structure. These should be repaired rather than replaced. Some houses have half-round metal gutters and round downspouts, and these should also be retained or repaired. Appropriate metals are copper, lead coated copper, turned metal or aluminum. Cor-

*This close-up of the house on the next page shows how the gutter design is integrated into the architecture of the house. Such design details should be retained if possible.*





*This Queen Anne Victorian is an excellent example of appropriate restoration. Note the asymmetrical floor plan, patterned slate roof, paint colors, shutters, and porch and dormer details.*



rugated downspouts and gutters with architectural profiles shall not be installed. Galvanized steel is not allowed because it rusts quickly.

Federal and Victorian buildings typically had pitched roofs steep enough to support shingle, metal, or slate roofing, Greek Revival roofs commonly had a very low pitch and would have been covered in metal. Italianate roofs in urban settings often had very low pitch and were originally clad in asphalt membrane or metal. The Gothic Revival style always had a gabled roof and was clad in metal, slate or wood shingles. On Gothic Revival buildings in urban settings metal was rarely used.

Changes in roof form or historic roof elements are generally inappropriate, including the removal or addition of dormers on the front of buildings. There may be specific cases where alterations to existing roof form are appropriate, such as when additions are planned or when problems with the integrity of the roof must be addressed through a change in form. These situations will be reviewed on a case by case basis.

#### **Dormers and Cornices**

Dormer and cornice details often reflect and even enhance the architectural style of a building. Details such as dentils, brackets, and pilasters shall not be covered over or enclosed to reduce the need for maintenance. Dormers and cornices in new construction and additions shall relate appropriately to the details of the original building.

## Windows

As with roof form and material, window types change with the architectural styles of the period. The size of individual panes in historic windows was a result of the size of glass available to the builder. The pane sizes in window sashes typically increased from the Federal period, where smaller panes of glass set in muntins were used to make up a sash, to the Modern period where sashes were typically made from a single large pane of glass.

In each of the building periods included in these guidelines, the typical operation of window units was either double or single-hung. These types of windows had two glazed sashes, one hung above the other. In the single-hung type, only the lower sash is operable, whereas both sashes are operable in a double hung window.

Windows in the Italianate period were typically double-hung with two long rectangular panes of glass per sash. Many houses in this period also have a larger single pane of glass in each sash.

Existing windows shall be repaired if possible. Adding screens and storm windows to historic windows will make them more usable. If replacement is required then new windows shall match the original windows in materials, operation and glazing style. Sashes with multiple panes shall be replaced with single glazed sashes that are truly divided to match the original pattern. For improved thermal resistance storm windows can be installed on the exterior or energy panels can be placed on the interior of the single glazed sashes.

Window openings shall not be modified to accommodate replacement windows. Original openings shall be maintained. Window units in upper floors of commercial buildings and in residential structures shall be wood and may be clad if not to be painted a color. In commercial storefronts, if the original structure remains or if there are records of its original appearance it shall be restored; if the storefront has been modified and there are no records of its original appearance, renovation should reflect the likely appearance of a building of that style and period.

The following window options are unacceptable: Replacement windows for multi-paned sashes with snap-in muntins to replicate the original pattern, tinted glass in replacement windows, and vinyl or metal replacement windows.

Exceptions to these requirements may be made for rear facades of buildings or facades not visible from the street. These will be considered on a case by case basis.



*Windows add not only light, but interest. Note the various types of trim and moldings on the cornices and windows of these buildings*





*Historic commercial buildings such as these on Center Street have had their original facades covered by aluminum siding. This siding should be removed and original facades restored.*

#### Exterior Wall Cladding and Trim

Maintaining original material for the exterior walls is required. Wood siding and trim shall be repaired and then repainted in lieu of installing new siding. Patching areas of deterioration with materials to match the existing materials shall be required rather than residing or replacing the entire wall surface.

Covering existing wood siding or residing with aluminum or vinyl siding is not permitted within the historic district. Other inappropriate materials include T1-11 plywood, vertical siding and composite shingles.

Corner boards, window trim, and door surrounds shall be reused or recreated in the original material. Covering detailed wood trim with flat stock aluminum or vinyl is unacceptable. The cadence or spacing of the original siding shall be recreated. For example, if the original siding had a four-inch exposure then new siding with the same spacing should be installed. Where it is not possible to save existing clapboard and trim, Hardy Plank and other modern equivalents may be used to replicate original woodwork, with approval of the design review committee. Because the technology of modern restoration is advancing, substitutes will be considered on a case-by-case basis.

New materials shall match original materials when repairing or repointing historic masonry buildings. Brick installed in openings created by inappropriate modifications or damaged material shall be toothed into the original brick pattern to minimize the appearance of the repair. Special care must be used in the selection of new brick used to rebuild facades. Simply selecting salvaged brick or patterns termed "historic" often produces results in the wrong color or texture for the building.

*The color scheme for this Foursquare Victorian, including lavender paint with white and purple trim, is appropriate for a house of this period and design. This house also illustrates appropriate working shutters on the second floor.*



Repointing of historic masonry should be done with a mortar that is as soft as or softer than the material originally used. Testing of the original material should be done to determine the strength that the existing masonry can tolerate. New mortar joints shall match the tooling, color and joint size of the original joints and any trim constructed of masonry, like brick corbelling, shall be repaired or reconstructed rather than covered.

In several cases along Center Street brick facades have been covered with aluminum siding or stucco. Removal of these later materials to improve the integrity of the building should be considered carefully and is required if the original brick will not suffer significant damage in the process.

## Shutters

Shutters are common on many types of historic buildings. Shutters should follow their historic purpose, which was to provide covering for windows in varying conditions throughout the year. First floor shutters in some buildings had solid panels to provide security for the street level. Shutters on the upper levels were typically louvered to ensure ventilation while also shielding the rooms on those levels from the weather. Shutters were proportioned to completely cover the windows and were always operable. This functionality shall be followed in any replacement shutters.

## Paint Colors

Historically, paint colors varied with changes in tastes reflected in changes of period and style. The following are guidelines for selecting paint colors based on the specific period and style of each building type. It must be understood that this is only a guide for selection.

Paint schemes for Federal and Greek Revival buildings often used colors with high contrast in an attempt to replicate traditionally used marble materials. These buildings usually had white trim with shutters painted a dark color such as green or black. In paint schemes for Italianate style buildings wood siding was often painted to resemble masonry with grays and earth tones being most popular. Trim was painted in contrasting colors including browns, grays and fawn. Victorian houses often used bright colors, with the darkest colors reserved for the trim, and often with the use of more than two colors. There are many printed and online resources discussing color palettes for Victorian-era houses. Although bright colors were common in Victorian houses, it may be wise to consider the context: the brilliant colors of San Francisco Victorians may be a little out of place among more conservatively painted houses in Goldsboro. Gold, yellow, sage green, dark red, and dark blue with white or cream trim appear to have been common colors used in the Victorian era in Goldsboro. There is information available locally and nationally about period-appropriate color choices, and many paint brands now carry historic or even “National Trust”-approved colors.

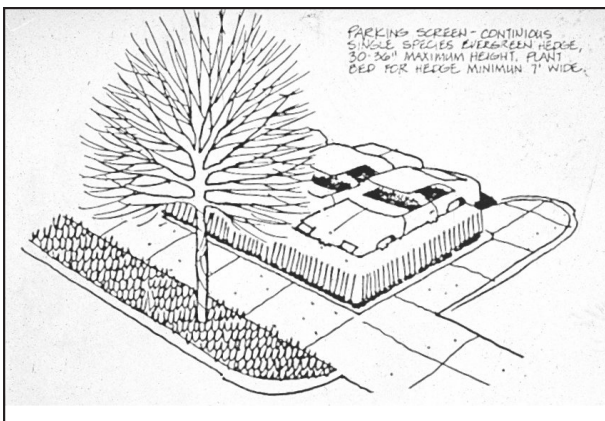




*Commercial buildings in the CBD should form a continuous street “wall.”*



*The photo above shows a 30” hedge used to screen a parking area from the sidewalk.*



*This drawing shows a 30-36” hedge used to screen a parking area from the sidewalk.*

## 4.0 Guidelines for New Commercial/Civic Buildings in the Central Business District

### 4.1 CBD Defined

The Central Business District presents the highest “downtown” image of the community. It includes the red areas shown on the map on page 3.

### 4.2 Allowed Uses

Uses allowed in the CBD include commercial, residential, institutional, office, and service. Gas stations and auto-related businesses are prohibited, except existing businesses, which are grandfathered under current ownership or tenancy only.

### 4.3 Site Design Guidelines

- 1. Placement of Structures.** In most cases, buildings should meet the property line at the back of the sidewalk, and should meet the structures on either side to form a street “wall.” The only exceptions to this would be for significant civic buildings (such as City Hall and the Courthouse, or a Church), mid-block pedestrian connections between parking and the street, and for the creation of spaces that enhance the public environment, such as pocket parks and outdoor dining areas. Such exceptions should be reviewed and approved by the City and the Historic District Commission.
- 2. Off-street parking.** Parking must meet all applicable City standards, and the following also applies within the CBD. Parking should be located to the rear of buildings, or by exception on the side. Access to parking should be from the rear or from side streets. Parking should be shared by several or all the businesses on the block whenever possible. Parking must be screened from the street and sidewalks with a 30-36” hedge or masonry wall, or with a taller fence of masonry and metal pickets (see pictures at left and on page 22). In no case should parking be screened with solid materials taller than 36” because of the need for security and surveillance. Parking must meet all applicable City standards, and be set back a minimum of 5’ from all property lines. Existing parking in front of buildings shall be removed. Existing or new parking to the side of buildings should only be allowed by exception, and only if appropriately screened and landscaped.



The top photo shows appropriate trash enclosure constructed of broken-face block and with wood gates. The photo below shows a pedestrian walk-through from parking to the street. Pedestrian connections in the CBD should be designed with attention to detail to welcome visitors.



3. **Service areas.** Service areas must be screened from public view, including loading areas, trash receptacles, mechanical equipment and dumpsters. In high-density areas, dumpsters should be consolidated to serve several businesses. Enclosures near buildings should be constructed of materials similar to the building, and must be high enough to completely block views from street level. Enclosures further from buildings should be of approved masonry or wood fencing. See example at left.
4. **Storage areas.** Areas used to store vehicles, equipment, or materials must be screened with a masonry wall, hedge or fence with landscaping of sufficient height and density to block views from street level.
5. **Pedestrian access.** Parking areas for commercial businesses must have clearly marked and well-lit pedestrian access from parking to public sidewalks and building entries. See example at left, where lighting and paving match the quality and style of the downtown area (example from New Bern).
6. **Rear entries.** Attractive rear entries to businesses are encouraged. If residential units occur in the upper floors of commercial buildings, entries adjacent to parking areas are required. In large developments, rear entries and interior or exterior passageways to the primary streets are encouraged.
7. **Driveways.** Wherever possible, driveways should be consolidated within a property or combined to provide access to two or more adjacent properties. Driveways from the main pedestrian thoroughfares in the downtown are discouraged, with access from side streets or to the rear of the property preferred.
8. **“Drive-Through” businesses are discouraged in the downtown.** Businesses that rely solely on drive-through traffic shall not be allowed in the downtown. Drive-through windows for all businesses (e.g. restaurants, banks and pharmacies) should be located to the rear of the buildings or screened from the street with access and egress configured to minimize disruption of pedestrian movement. All drive-through configurations should be allowed only as exceptions and must be reviewed and approved by the reviewing agencies.
10. **Adjacent residential uses.** Where commercial uses abut residential areas consisting primarily of detached or attached homes, an approved 6' masonry or wooden fence must be installed to screen parking and service areas. Where the parking area to be screened is two bays or more in size, a 10' setback with trees in addition to a fence is also required.
11. **Fencing and screening materials.**
  - Double staggered row of approved hedge material
  - Landscaped beds acting as screens with approval and appropriate ongoing maintenance





Examples of **appropriate** screening and fencing. Top right, masonry piers and low foundation wall with metal pickets for perimeter or parking screening; above left, masonry wall to screen storage areas; left; ornamental metal pickets for perimeter fencing; below, stucco walls to complement architectural details of building. See also split-face block on page 20.

- Masonry piers and low foundation with metal pickets (for parking areas only, not storage areas)
- Masonry or split-face block walls for screening
- Approved wooden privacy fencing (in the rear of properties only)
- Poured concrete, broken face block or light stucco finish block.

**Prohibited screening and fencing materials:**

- Chain or chain link (except temporary installations at construction sites)
- Unfinished pipe railings
- Split rail, stockade, picket or other suburban/rural styles of fencing
- Prefabricated wooden fencing
- Prefabricated PVC fencing
- Unfinished concrete block



**Inappropriate** screening and fencing materials including split rail (above) and chain and galvanized pipe railing (left).



## 4.4 CBD Commercial Architectural Guidelines

For **historic commercial buildings with altered facades**, these guidelines are meant to help restore appropriate proportions and materials. Information on appropriate materials is contained in Section 3.0, Historic Design Guidelines. Where historic photographs or drawings remain, these documents should guide restoration work. Where none exist, the historic design guidelines are the primary reference, and the guidelines below can help in reestablishing the harmony of traditional storefronts.

**The architecture of new structures** within the Central Business District should enhance the existing architecturally or historically significant buildings that will remain. These guidelines do **not** promote the idea that new construction should be designed to look “historic”. New construction should be “traditional” in character, while reflecting the time period of its creation. Consistency in the use of materials and details can help define the Central Business District’s sense of place. The traditional multi-story “storefront” structure should be the predominant building type in the Central Business District, especially on Center and Walnut Streets. See Section 5 for guidelines for new residential construction.



The above buildings are an example (from Walnut Street) of a continuous “street wall” containing the pedestrian space. See item 1 at right.



The building on the right, though new, is “traditional” in character, with mass, height, window scale and type, material, and embellishment similar to historic structures nearby.

- 1. Placement of Structures.** New or replacement structures should front on the sidewalk in line with existing structures, with exceptions for public space and significant buildings as noted in the site design guidelines. This will continue the pattern of building facades enclosing the pedestrian space. Most buildings should be constructed to fill the full width of a given property, to create a street front “wall” composed of several buildings. Carefully located alleys that allow pedestrian access from city block interiors and light to upper stories are also allowed with site plan review and approval.
- 2. Massing and Height.** Heights allowed are specified in the zoning ordinance. It is assumed that most new commercial buildings will be 2-3 stories, but buildings taller than this will be allowed with review. When designing taller buildings that will be sited near buildings that are 2-3 stories, care should be taken to ensure that the taller buildings do not overwhelm the shorter buildings. This can be accomplished by such architectural design elements as setbacks of the taller portion of the building at the two- or three-story level, and articulation and massing that allows light to reach surrounding buildings and the street.
- 3. Materials.** Recommended materials for the CBD include:

### Siding Materials

- Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted. Brick may be painted in rehabilita-



tion projects subject to the approval of the reviewing agency.

- Stone, cast stone or architectural concrete

### Trim or accent materials

- Split-face concrete masonry
- Ceramic tile in appropriate colors
- Wood (e.g. accent material such as panelled store-fronts)
- Metal framing (Note: aluminum storefront framing systems must be designed with careful consideration of proper proportions of the framing members in order to be successful)
- Cast or wrought iron
- Smooth textured stucco
- Sheet metal (parapet wall copings, etc.)
- Fabricated millwork (Fiberglass or structural foam)

### Glazing Materials

- Clear glass, glass block
- Textured, faceted or stained glass as an accent.

### Roofing Materials

- Standing-seam metal roofs
- Slate
- Clay tile
- Membrane roofing (built-up roofing, single-ply roofing, etc.) screened by parapets at front and sides

### Awnings

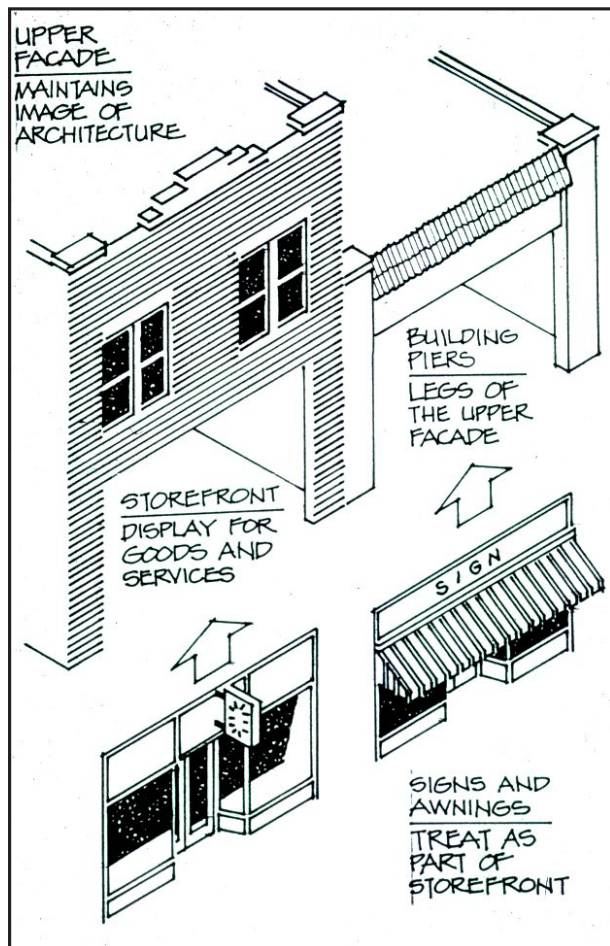
- Fabric awnings only

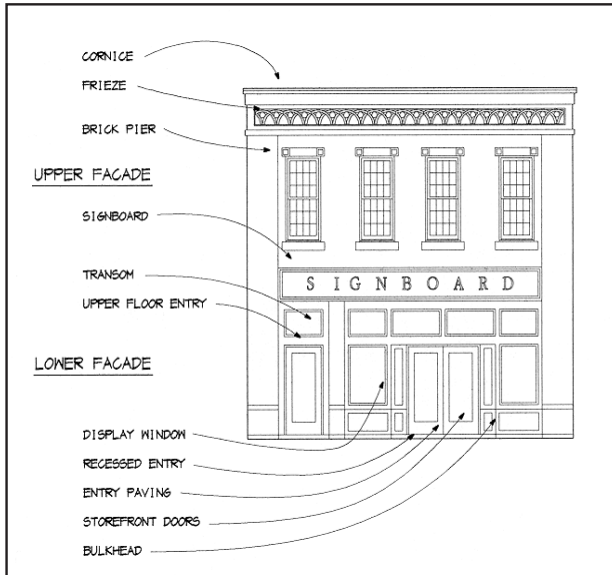
### Prohibited materials include:

- "Mirrored" or opaque glass
- Colored glass
- Wood shakes or shingles
- Heavily textured stucco
- Imitation stone texturing (formstone)
- Clapboard sidings, whether wood or alternative materials
- Metal Awnings or canopies
- Backlit canopies or awnings
- Plastic awnings

4. **Building Scale and Proportion.** In general, building facades in the Central Business District should have windows that have a vertical emphasis, that is, windows that are taller than they are wide. Windows should be organized into regularly spaced patterns within the wall surface. The building facade should be broken into vertical and horizontal "panels" through the use of pilasters or other surface textures. See examples at left and on the next page.

The parts of a commercial building facade.





Parts of the commercial storefront.



Attractive storefronts add interest and color to the street.



5. **Building Elements.** The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components used in traditional commercial structures.

#### **Upper Floor Windows:**

The most typical type of window found in the upper floors of traditional commercial buildings in this region is double-hung sash. These windows are taller than they are wide, and have a horizontal rail that divides the upper half from the lower. A wide variety of contemporary window types constructed from a range of materials can be used to successfully interpret this tradition. Acceptable window types include single-hung and double-hung. Additional configurations such as casement sash or fixed windows may be acceptable if configured with a horizontal rail that mimics the proportions of double-hung sash. Windows may have further dividing members, but such divisions shall be either “true divided light” construction or permanent exterior grilles. Interior grilles alone or grilles set between the panes of double glazing are not acceptable. Windows may be constructed of wood, wood clad in vinyl or prefinished metal, or from aluminum or other appropriate metals.

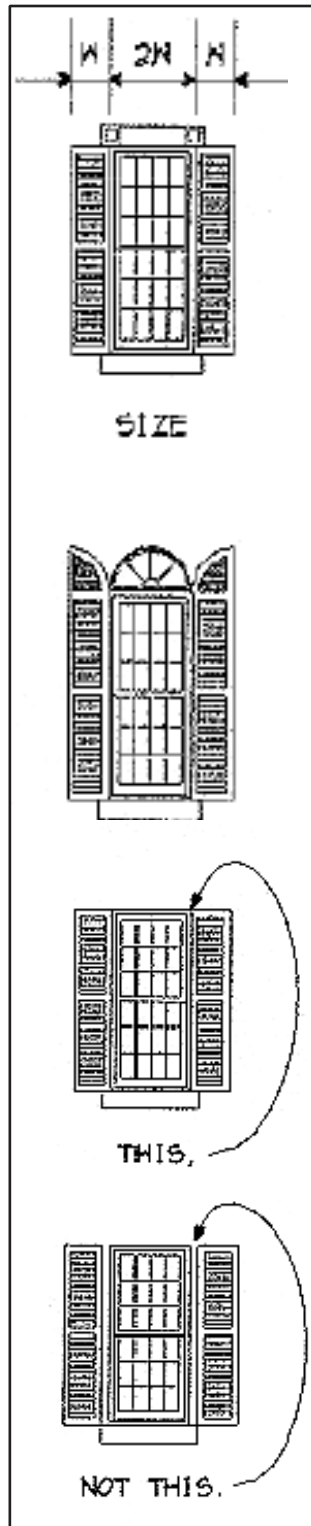
#### **Storefronts**

The first floor storefront should be composed of large expanses of glazed openings (see examples at left). These allow for the display of merchandise in retail uses, but are also appropriate for other uses such as restaurants or offices. Features such as transoms allow for natural light to penetrate deeply into the building. The use of awnings can shade these large glass areas and allow for the introduction of appropriate colors to enliven the pedestrian experience. Framing for storefront glazing should be wood or metal. Metal framing should be a minimum of 2” wide.

#### **Doors**

A major factor in the creation of a compatible building design is consistency. It is imperative that the doors used on commercial structures follow the traditional format for “commercial” doors. The use of door configurations more typically found on residential structures such as paneled doors or “crossbuck” doors is not appropriate. If aluminum storefront doors are used, only the “wide stile” type of door is appropriate. “Narrow” or “medium” stile aluminum doors should not be used. Metal and wood framing for storefront glazing should be a minimum of 2” wide.





*Some characteristics of shutters. Often shutters on the first floor of commercial buildings were solid or panelled, and on the second floor were louvered.*

### Shutters

Shutters can provide emphasis to the upper stories of a building and can introduce elements of color to a building facade. However, there are some basic requirements for shutters to be appropriately installed. The size and shape of shutters should correspond to the size and shape of the window opening (see drawings at left). Shutters can be mounted to operate, or if mounted in a fixed position, should be placed immediately adjacent to the window jamb (see illustration on the next page). Wood and architectural composites (by approval) are acceptable materials for shutters. PVC plastic is prohibited.

### Equipment and Technology

Mechanical equipment should be located on the roof or at the rear of buildings if ground-mounted equipment is used. Ground mounted equipment shall be screened and rooftop equipment shall not be visible from the street. Careful planning of rooftop equipment locations will allow the roof parapet, roof, or roof forms to serve as an effective screen.

Many companies utilize satellite dishes for business purposes. Television antennae, satellite dishes and similar equipment should be as small as feasible and located so as not to be visible from the street.

## 5.0 Guidelines for New Residential Buildings

### 5.1 Residential District Defined



*The rhythm of porches along the street is a pleasant and typical detail in traditional residential neighborhoods such as those surrounding downtown Goldsboro. See #2 at right.*

This section applies to all the residential areas within the Historic District (shown on page 2) and Master Plan area (shown on page 4). On page 3, residential areas within the Historic District are shown in blue. Existing residential structures within the Historic District must use the Historic District Guidelines for renovations. New Structures within the Historic District must also follow the Historic District Guidelines as they relate to materials. This section provides guidance for siting and building design for all new residential structures within both the Historic District and the master plan area. The intent of these guidelines is to create residential neighborhoods that draw upon and reinforce the best principles of traditional neighborhood design. It is understood that the residential areas may include residential buildings of all types, including single-family detached, attached housing, apartment buildings, and condos. These guidelines apply to the site design and form of buildings only, uses may vary as

specified in the Unified Development Ordinance. For example, home and professional offices are allowed in the residential districts, as long as the guidelines for site design and building form are followed.

### 5.2 Allowed Uses

Residential uses occur throughout the downtown and take a variety of forms from single family structures to townhomes, apartment or condo buildings, or apartments over commercial in the CBD. However, in areas of the plan that are primarily residential (shown in blue on the map on page 3), new infill commercial or service uses are not allowed, except existing uses which are grandfathered under the current ownership only. In transition areas between the CBD and residential neighborhoods mixed uses are allowed, but each site plan should be carefully considered to ensure compatibility with any adjacent residential use.





*This attractive street in Southport, NC illustrates common design elements such as porch details and setbacks, yet each building is unique. See items 2, 3 and 4 on previous page and at right. Also note that there are no driveways off the primary streets.*

*This attractive residential structure has been converted for use as lawyers' offices. Such conversions are not prohibited in the guidelines as long as the site and architectural guidelines are met (see #8). Note also the brick retaining wall in the front (see # 6)*



## 5.3 Residential District Site Guidelines

1. **Buildings oriented to the street.** The front façade of the architecture in residential areas should be oriented to the street. Where lot and block configurations allow, vehicular access from the rear is favored. Where driveways must be placed in the front, garages and/or parking areas should be set back from the front facade. If lot size permits, garages may be located next to the main structure (attached) but it is preferred that the garage entrance be oriented away from the street. Permanent parking areas are only permitted in front yards by exception and with review.
2. **The use of porches and traditional detailing.** Front porches are an almost universal feature of residential architecture in eastern North Carolina. This regional tradition should be incorporated into the design of all detached homes and townhouses.
3. **Front yards.** Homes in the downtown should include front yard setbacks as specified by the zoning ordinance. Generally, a minimum of 20' (measured to the front porch, not the main wall of the building) for detached structures, and 15' (to the porch) for townhouses is recommended. In areas with existing homes, the setbacks should be in harmony with adjacent structures. For larger structures such as apartments, a larger landscaped setback (approximately 25' front and 20' side) is recommended.
4. **Utilize a range of unit types and sizes rather than standardization.** Because the amount of land available in the downtown is limited, it is desirable to encourage a range of harmonious styles of residences rather than a grouping of very similar styles.
5. **Suburban design elements such as frequent curb cuts for driveways should be avoided.** On lots with single family detached homes and a minimum of 50' of frontage, direct access from the main road is acceptable, although orientation of the garage away from the street or set back from the main facade is recommended. In areas where smaller homes, townhouses or attached units will be constructed, however, frequent curb cuts are unfriendly to pedestrians and give visual and physical preference to vehicles. To address this problem in areas where townhouses or small lot detached units are planned; access from alleyways behind the buildings or on side streets is preferred, as shown in the plan.
6. **No privacy fences or chain link fences in front yards** will be permitted, but historic-style picket fences, low brick or stone walls, metal pick-





*Continuity of sidewalks in residential areas encourages walking and neighbor interaction. Although driveways are present along this sidewalk, note how they are de-emphasized by continuing the sidewalk through them. New Bern, NC.*

ets (“wrought-iron”) or combination masonry/metal picket fences will be permitted. Small, well-kept front yards are the hallmark of an attractive, stable residential community. The combination of front porches and front yards invites neighborly interaction and creates an attractive image of the community. PVC or prefabricated wooden fencing is not permitted.

**7. Parking for larger structures shall be located in the rear (preferred) or the side of the buildings.** Apartments and condominium complexes should have parking areas located to the rear if possible, or to the side. Parking lots must be screened from the street and from adjacent residential properties, well-lit for safety, and accessed from the street as specified in the guidelines for Downtown Commercial.

**8. Uses not specified.** It is important to understand that the residential design guidelines refer to the design of the buildings, not necessarily their use. For instance, many of the structures on William Street between Walnut and Pine Streets are residential in form, but commercial in use. As long as the guidelines are met, uses other than residential are not prohibited by these guidelines.

## 5.4 Residential Architectural Guidelines

The ultimate goal of these guidelines is to create a true sense of “neighborhood”. This can be achieved through the use of traditionally inspired forms and details that most people are familiar and comfortable with. Reproduction of traditional house designs is not required for new structures, and contemporary interpretations of traditional elements are allowed with review and approval.

It is important to understand the factors that allow a residential area to be comfortable and pleasant. A key factor to remember is that the pedestrian should be more important than the automobile. This is not meant to suggest that modern conveniences are discouraged: Quite the contrary, cars and other creature comforts are ingrained parts of our everyday lives. The guidelines are meant to reduce the emphasis many new houses place on garages and driveways and return the emphasis to the people that inhabit a given home. An added benefit of this philosophy is that removing the vehicle-related elements from front yards removes





*Although these three adjacent houses in New Bern are different styles, they have many common elements that make them harmonize, such as materials, proportion, front porches and setbacks.*

barriers that discourage interaction between neighbors.

**1. Placement of Structures.** In the case of infill between existing residential structures, new structures should harmonize with adjacent residences. In areas with more than two new structures, the front walls of houses should fall within a specified setback range along a street (i.e. the building setbacks can vary somewhat for interest). For accessory buildings such as garages or sheds, detached, smaller scale buildings are encouraged. Attached garages should be set back from the front façade of the house. Whenever possible, garage doors should not face the street, but should open to the side or rear. The development of alleys to the rear of residences for such access is strongly recommended. Where garage doors

must face the street, consideration should be given to painting the garage doors to match the main house instead of using a contrasting trim color. Another effective technique for reducing the emphasis on front-facing garage doors is to provide an overhanging roof over the garage doors so that they appear to be recessed.

**2. Materials.** Recommended materials include:

**Siding Materials:**

- Wood siding or approved high-quality modern equivalent, such as fiber-cement siding or Hardy Plank.
- Wood or vinyl shingles
- Vinyl siding, with appropriately scaled trim
- Brick in approved range of colors
- Smooth textured stucco (either traditional cement-based or modern synthetic systems) for foundations only.

**Trim or accent materials:**

- Wood
- Wood composite trim
- Vinyl (proper proportions are critical)
- Fabricated millwork (Fiberglass or structural foam)
- Cast or wrought iron

**Glazing Materials:**

- Clear glass, glass block
- Textured, stained or faceted glass accent windows, portions of windows, or sidelights.

### **Roofing Materials:**

- Standing-seam metal
- Composition shingles (including basic 3-tab types).
- Membrane roofing (built-up roofing, single-ply roofing, etc.; only for low-sloped roof areas).
- Slate or synthetic slate
- Wood shingles (must comply with fire-resistant requirements of building code).

### **Prohibited materials include:**

- “Mirrored” or opaque glass
- Colored glass (except as specified above).
- Wood shakes (wood shingles are allowed, shakes are prohibited because of poor fire-resistance)
- Clay tile roofing
- Metal shingles that imitate clay tiles or wood shingles
- Heavily textured stucco
- Panel siding such as “T1-11” siding
- Imitation stone texturing (formstone)
- Sheet metal awnings or canopies
- Backlit canopies or awnings
- Plastic awnings

- 3. Building Scale and Proportion.** Windows should generally be taller than they are wide, and organized into regularly spaced patterns within the wall surface. Large glazed areas should be composed of several window units, not plate glass “picture windows”. The use of porches or porticoes on the front of residential structures can help to provide a transition from a large building to the pedestrian scale. New residential structures should be designed to generally relate in size and height with surrounding residences. Consistency in the scale of the structures on a particular street is extremely important to reinforce a sense of community. See picture on previous page.

*This close-up of a house in New Bern demonstrates attention to details. Note the repetition of small glass panes in the door and window, wide trim boards on the windows, and the authentic openwork brick on the foundation.*



The proportion of trim and details has a very large impact on the character of a house or townhouse. For instance, on most traditional homes with sidings other than brick, the trim around the sides and tops of windows and doors (casing) is usually a flat board four to five inches in width, sometimes embellished with additional trim at the outer edge. Most new windows and doors come with an attached “brick moulding,” a trim that is approximately two inches wide. The wider trim shall be used for all new structures unless they are constructed with masonry or stucco (for basements) as the exterior material. Most window manufacturers will supply the wider casings or will provide elongated sills that allow for their installation on-site. Consideration of other trim elements should





*The Goldsboro historic porches and doorways shown above illustrate the importance of the main entry in traditional homes. Even if there is no porch, as in the bottom photo, the front door is still given importance through the use of trim elements.*

include study of how similar installations were made on older buildings of similar type in the region. Many manufacturers now make a wide variety of residential millwork from synthetic materials. Many of these are excellent substitutes, but care must be taken in selecting items whose proportions are compatible with the design of a given residence. Corner boards and window casings should be a minimum of 3 1/2" wide, unless brick is used.

- 4. Building Elements.** The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components used in traditional residential structures:

### ***Building foundations:***

Building foundations shall be constructed with brick or stucco as the exposed finish material. Exposed concrete block is not permitted. Consider the use of pier-type foundations for porches in lieu of wall-type foundations. All residences should be constructed on either a crawl space or elevated slab so that foundation walls are visible (approximately 2' minimum). Slab-on-grade construction is permitted for accessory structures only.

### ***Exterior Entrances and Porches:***

Most traditional residences in Eastern North Carolina have emphasis placed on the main entrance. There are a variety of ways in which this is accomplished. More simple facades may have the main entrance placed within a millwork "surround" that draws one's eye to this feature. Transoms, sidelights, panels and other features were often incorporated to embellish the entrance. Other residences may feature a portico, a sheltering roof over the entrance, usually supported by columns, while others featured porches that run the full width of the front façade.

For a porch to be functional, it should have a minimum depth of six feet. Porches shallower than six feet shall not be allowed. At a minimum, primary entrances to residences should be emphasized through the use of trim. If trim alone is the method used, careful detailing of flashings and weather resistant features is necessary to prevent rapid deterioration of the entrance elements.

Wooden porch railings should be designed and constructed to shed water, allowing long service life for these features. Many modern homes have suffered significant deterioration of railings and similar features due to poor detailing and construction practices. A little care and attention to these details pays substantial savings through the extended life achieved.

*This medium-size brick house is given added impact through the use of gracefully proportioned porch, roof and entry portico details. Also note the attractive porch railing. This house shows the narrow trim boards typical on the windows of brick houses.*



### **Windows:**

The most typical type of window found in traditional residential buildings in this region is double-hung sash. These windows are taller than they are wide, and have a horizontal rail that divides the upper half from the lower. Other window types, such as awning, casement or even fixed sash, can be used in a traditionally-inspired residence.

For new construction within the Master Plan area but outside the Historic District, if windows with muntins (divided lights) are desired, the divisions shall be either “true divided light” construction or permanent exterior grilles. Interior grilles alone or grilles set between the panes of double glazing are not acceptable. Windows may be constructed of wood or wood clad in vinyl or prefinished metal. All-vinyl windows may be allowed, but will require specific approval from the reviewing authority. Window casings should follow the information presented in the Building Scale and Proportion section.

### **Doors:**

Residential doors are now available in a multitude of configurations and materials. Careful selection of door types avoids such mistakes as installing an elaborate “Victorian” door on a simple cottage structure. Modern alternatives such as steel or fiberglass doors are acceptable alternatives to wooden doors. See examples on previous page. Flat panel doors are not allowed.



Garage doors should be simple panel designs, with glazing limited to the top row of panels. Features such as “fanlight” glazing are discouraged, as it is not desirable to call attention to garage doors. Again, garage doors should not face the primary street if at all possible.

***Shutters:***

Shutters can provide emphasis to window openings and can introduce elements of color to a building facade. However, there are some basic requirements for shutters to be appropriately installed. The size and shape of shutters should correspond to the size and shape of the window opening (see Figure 32). Shutters can be mounted to operate, or if mounted in a fixed position, should be placed immediately adjacent to the window jamb. Wood and synthetic millwork are acceptable materials for shutters.

***Equipment and Technology:***

Mechanical equipment should be located to the side or rear of buildings if ground-mounted equipment is used. Ground mounted equipment shall be screened.

Television antennae, satellite dishes and similar equipment should be as small as feasible and located so as not to be visible from the street.

5. **Accessory Structures.** Structures such as detached garages, storage sheds and workshops shall comply with applicable zoning ordinances in terms of building location. They should be designed to complement the primary residence. Prefabricated structures are not prohibited, but the design and materials of such structures must be compatible with the primary structure. “Barn” shaped and prefabricated metal accessory buildings are not permitted.



*This view looking east on Ash near John Street is unfortunately typical of many many sections of the commercial corridors near downtown.*



*This before photo and after sketch of Pikesville, MD illustrate how public improvements and design guidelines can improve a commercial area. The sketch illustrates how the removal of utility poles and the addition of trees, screen walls and signage could improve the appearance, and the prospects, of this or any struggling commercial area.*

## 6.0 Guidelines for Commercial Corridors

### 6.1 Commercial Corridor District Defined

This area includes primarily Ash Street, but could be used for commercial corridors elsewhere in the City. It is shown on page 3 in green outline and striping.

Since there is typically a very wide range of buildings types and uses along commercial corridors, the purpose of these guidelines is to unify the street with an attractive streetscape (see section 7.0 for streetscape guidelines and cross-sections) and create site and buildings design guidelines that reinforce an attractive, ordered image for the city.

These corridors are primarily vehicular, so sidewalks need not be elaborate or wide; however, near the downtown a continuous sidewalk should be required, and elsewhere it should be a goal, so that pedestrians and bicycles can use these corridors safely.

### 6.2 Allowed Uses

As is typical of this type of street, there is a wide range of existing and possible future building types, including large office/commercial buildings such as banks, fast food restaurants, service businesses, gas stations, strip commercial centers, churches, city buildings, and the occasional single family house.

### 6.3 Commercial Corridor District Site Design Guidelines

1. **Building setbacks** for most uses should be from 5-15' minimum and may be more depending on the size and use of the proposed building, and also depending on the space available on the site. If the use is a commercial center or single large building, a landscaped setback of 20-30' is required. If one bay of parking is permitted (see next section) in the front of the building, an appropriate setback for parking and screening would be about 80'.
2. **Off-street parking.** Parking shall be located to the sides and rear of buildings if possible. For





*These rear entries in Washington, NC are useful if most of the parking is located in the rear of buildings, as the guidelines recommend.*

large buildings, a single bay of parking and drop-off area may be permitted by exception and with adequate landscaping and screening. In no case will parking without screening be allowed when parking occurs in the front of buildings. Access to parking may be from the front, side streets, or from the rear (see below for information on driveways). If practical, parking should be shared. Parking for small properties should be screened from public streets and sidewalks on all sides with a 30-36" hedge or masonry wall, with approved landscaping, or a combination of the two. Larger properties can use the 30-36" wall or hedge, a taller fence of masonry and metal pickets, or a combination of walls and landscaping. In no cases should parking be screened from the street with solid

materials taller than 36" (except deciduous trees) because of the need for security and surveillance. Existing parking in front of buildings should be removed if possible. If this is not possible, a hedge or wall as defined above should be installed. Existing parking to the side of buildings should be appropriately screened and landscaped. If two properties share parking, there is no need for setbacks at the adjoining property lines. Parking should be set back a minimum of 5' from all property lines, and 10' if the property abuts a residential area. Lighting must be approved by the reviewing agency. Parking areas must be well lit for nighttime pedestrian and vehicular security.

3. **Service areas.** Service areas must be screened from public view, including loading areas, trash receptacles, mechanical equipment and dumpsters. In high-density areas, dumpsters should be consolidated to serve several businesses. Enclosures near buildings should be of similar materials, and must be high enough to completely block views from street level. Enclosures further from buildings should be of approved masonry or wood fencing. See page 21 for example.
4. **Storage areas.** Areas used to store vehicles, equipment, or materials must be screened with a masonry wall, hedge or fence with landscaping of sufficient height and density to block views from street level. Screening with chain link in any form is unacceptable.
5. **Pedestrian access.** There must be direct pedestrian access from public sidewalks to buildings. In large parking areas, design consideration should be given to the provision of crosswalks, sidewalks, and other elements to ensure pedestrian safety.



The “pylon” type sign shown above presents a clean and attractive image of the business and the area. Florence, SC.



Although this sign combines several businesses, it still presents an unattractive image because of differing styles, poor spacing of signs, and the two different-size areas for movable lettering right next to each other. Florence, SC.

6. **Rear entries.** Attractive rear entries to businesses are encouraged. For large buildings with parking in the rear, the rear entrance may be the main entrance, but a floor-through lobby to the front is recommended.
7. **Driveways.** Wherever possible, driveways should be consolidated within a property or combined to provide access to two or more adjacent properties. Driveways from the main thoroughfares are limited to one if the frontage is less than 100', or two if more than 100'; three will be permitted only by exception. Driveway width should not exceed 30' for two-way traffic, 20' for one way traffic. Driveways should not exceed one per 100' of frontage on any side except where there is frontage on one side only, when two driveways will be permitted.
8. **“Drive-Through” businesses** should be designed with drive-in structures on the side or rear of the building. Businesses that provide drive-through service as part of their services (e.g. restaurants, banks and pharmacies) are allowed, but drive-through windows for all businesses should be located to the rear of the buildings or to the side with screening. Drive-through windows are not allowed between the building and the street. Access and egress should be configured to minimize disruption of pedestrian movement.
9. **Adjacent residential uses.** Where commercial uses abut residential areas, a 10' setback from parking or structures to property lines is required, and a 6' masonry or approved wooden fence must be installed. Where the parking area to be screened is two bays or more in size, the planting of trees along the setback is also required to provide more effective screening of residential properties.
10. **Signage.** Signage in this area will depend on use. For existing commercial uses, consolidation and sharing of signage as well as parking is recommended if possible. “System” signs with a double support system and a place for individually mounted signs of similar size and materials are preferred to individual signs. For existing buildings set back behind parking and for new and existing larger commercial uses, a ground mounted monument-type sign or a pylon-mounted sign is recommended. The scale of such signs will vary depending on the size of the use. Because of the recommendations for street trees on commercial corridors, monument-type signs will be more visible than pole-mounted signs in the future.

Owners of existing signs in this district should be encouraged to replace nonconforming signs with new signs. Existing signs that do not conform must be removed when any change in ownership or use of the property takes place.





*The parking lot shown above screens cars with a wide landscaped setback. This is an excellent alternative to walls and hedges where space allows.*

*This attractively landscaped office building includes a plaza in the front and parking in the rear. Washington, DC.*



## 11. Fencing and screening materials.

### **Recommended fencing and screening materials:**

- Brick
- Split face block finished with stone or masonry caps and/or bands
- Double staggered row of approved hedge material
- Landscaped beds acting as screens with approval and appropriate ongoing maintenance
- Metal pickets in dark colors with or without masonry piers or foundation walls (for perimeter and parking areas only, not storage areas). If used to screen parking, landscaping materials 30-36" high should be planted in front of or behind the fence to screen the lower portion of parked vehicles
- Approved wooden privacy fencing (in the rear of properties only)
- Poured concrete or light stucco finish block
- Prefabricated wooden fencing may be used only with review and approval on the side and rear of properties to screen parking from adjacent uses.

### **Prohibited fencing and screening materials:**

- Chain link (except temporary installations at construction sites or where not visible from the street)
- Split rail, stockade, wood picket or other suburban/rural styles of fencing
- Unfinished concrete block

- 12. Equipment and Technology.** Mechanical equipment should be located on the roof or at the rear of buildings if ground-mounted equipment is used. Careful selection of rooftop equipment locations will allow the roof parapet, roof, or roof forms to serve as an effective screen.

Many companies utilize satellite dishes for business purposes. Television antennae, satellite dishes and similar equipment shall be as small as feasible and located so as not to be visible from the street.

## 6.4 Commercial Corridor District Architectural Guidelines

This district, to succeed, must accommodate both large and small buildings, larger developments and single owners. Because of the range of types of uses, some similarity in materials and site guidelines can help to unify these corridors. Two sets of guidelines are presented, one for large uses, and one for "infill" smaller uses.

There are already quite a few existing large-scale buildings to the east of Center Street. There are also some smaller-scale commercial uses along Ash Street including a drive-through





*If retail is included in a new building, transparency on the ground level helps to welcome people into the building. Towson, MD.*



*(Above) An example of medium-density housing set back from the ROW. Charlotte, NC.*

restaurant, a strip center, and small office and service uses. Near Center Street the plan shows replacement of the auto-oriented uses with traditional retail buildings. For these key properties around the traffic circle, any change of ownership should require adherence to the CBD section of the guidelines.

## Architectural Guidelines for Large Buildings

**1. Placement of Structures.** New structures should be located in compliance with the Site Design Guidelines specified in the previous section. Additionally, the principal façade(s) of such buildings should be oriented to face the adjacent street(s). Building entrances should be prominent elements on these facades.

The creation of plazas and gathering space suitable to the buildings is encouraged. These spaces, however, should be planned as active rather than passive spaces. Flexible paved areas that could be used for outdoor activities, and including elements such as fountains, seating, artwork, shade, and other elements are encouraged. Such spaces should not be so large or unprogrammed that they feel empty most of the time.

Medium-density housing in this district may have private open space in interior courtyards, which may be but is not required to be visible from the street. Whether it is visible may depend on use (e.g. if the area had a pool, this would be screened from view). If the open space includes a setback with landscaping, this should be visible from the street but may be fenced with a metal picket fence not more than 30-36" high.

**2. Massing and Height.** Heights allowed are specified in the zoning ordinance. When designing taller buildings that will be sited near new 2-3-story buildings or buildings of any height that will remain because of their architectural significance or use, care should be taken to ensure that the taller buildings do not overwhelm the shorter buildings. This can be accomplished by such architectural design elements as setbacks of the taller portion of the building and articulation and massing that allows light to reach surrounding buildings and the street. This guideline is not meant to apply to new buildings constructed next to existing buildings that are unlikely to remain in the long term.



*This modern commercial building in Denver, Colorado still retains the traditional proportions and materials that add character to a building and a district.*



**3. Materials.** Recommended materials include:

**Construction Materials:**

- Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted
- Stone, cast stone or architectural concrete
- Wood on upper stories of residential structures

**Trim or accent materials:**

- Split-face concrete masonry
- Ceramic tile in appropriate colors
- Metal framing (aluminum glass framing systems or curtain wall systems)
- Cast or wrought iron
- Smooth textured stucco
- Sheet metal (parapet wall copings, etc.)
- Fabricated millwork (Fiberglass or structural foam)
- Stone veneer

**Glazing Materials:**

- Clear glass, glass block
- Textured, faceted, or stained glass as an accent

**Roofing Materials:**

- Standing-seam metal roofs
- Slate or synthetic slate
- Composition shingles (Standard 3-tab shingles and shingles that are imitations of wood shingles or shakes are inappropriate. Heavy weight shingles such as "Slateline" by GAF, "Grand Manor" or "Carriage House" by Certainteed are appropriate.)

- Membrane roofing at low-slope areas (built-up roofing, single-ply roofing, etc.)

*Prohibited materials include:*

- “Mirrored” or opaque glass
- Colored glass
- Wood shakes or shingles
- Heavily textured stucco
- Imitation stone texturing (formstone)
- Clapboard sidings, whether wood or alternative materials, except in the upper stories of medium-density housing
- Sheet metal awnings or canopies
- Backlit canopies or awnings
- Plastic awnings

- 4. Building Scale and Proportion.** In order to better relate to the pedestrian, the ground floor of office/residential/mixed use buildings should be articulated differently from the stories above. This can be accomplished by the use of a different material, by the addition of more detail in the ground floor wall surface, by varying the color or pattern of the material, or by combinations of these techniques.

When a significant commercial or office building is being planned, the design can be less constrained than one that occurs in an historic commercial setting. Modern structures can be appropriate, but quality traditional materials are required to create a transition from the downtown to outlying areas, and to form a gateway from outlying areas to the downtown. Transparency at the entrance or lobby area is also very important in order to welcome the public.

- 5. Building Elements.** The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components that may be used in office/mixed use buildings:

***Wall Surfaces:***

Walls shall be predominately constructed of masonry materials. Scale and interest can be introduced through the use of contrasting materials or the introduction of features such as horizontal bands. Openings (such as windows) can be emphasized through the use of lintels and sills of contrasting materials or of different masonry coursing. Upper stories of medium-density residential buildings can utilize wood and siding to introduce a more “domestic” quality to the architecture.

***Windows:***

Windows may be constructed of wood, wood clad in vinyl or prefinished metal, or from aluminum or other appropriate metals.





*A good example of wood townhouses with traditional details. Townhouses of this scale would be considered small buildings in the commercial corridor district.*



*Articulation of doorways and windows.*

**Shutters:**

Shutters should not be used on commercial or other large scale buildings, except medium density residential with review and approval.

**Roofs/Cornices:**

Because large-scale commercial buildings will be among the larger buildings in the downtown area, they will naturally be more visually prominent. The roofs or roof forms of such prominent structures should act as a means of transitioning the building against the sky. Sloping roofs, either gabled or hipped, are encouraged. The cornice, where the building wall meets the roof, presents an opportunity for introducing detail and a material or color contrast that can enliven the building composition. Flat roofs are not encouraged but may be allowed with review and approval.

**Equipment and Technology:**

Modern building systems and technological conveniences make everyday life and work easier and more pleasant. However, the equipment that makes these conveniences possible can create substantial visual clutter. Mechanical equipment should be located at the rear of buildings in well-screened enclosures.

Many companies utilize satellite dishes for business purposes. Television antennae, satellite dishes and similar equipment should be as small as feasible and located so as not to be visible from the street.

## Architectural Guidelines for Small Buildings

The architecture of new smaller structures within the Commercial Corridor District should form a graceful transition from the historic downtown to the outlying areas. New construction should be “traditional” in character, while reflecting the time period of its creation. Consistency in the use of materials and details can help define a sense of place.

- 1. Placement of Structures.** New or replacement smaller structures should be set back from the right of way about 5-15', with the intermediate space used for wider sidewalks or landscaping with walks to the door, depending on the use. The goal in this district should still be to continue the pattern of building facades enclosing the pedestrian space, but the space will be a little more generous and green in this zone. Buildings should be constructed to fill at least one third to one half the building frontage, with parking to the side or preferably the rear. There should always be direct access to the building from the sidewalk.



*These “before” and “after” views of the same building illustrate that it is possible for even a plain single-story building to be attractive and to be articulated to break up a long facade.*

2. **Massing and Height.** New smaller-scale buildings shall be one-three stories, or more with review and approval of the reviewing agencies. If the buildings are to be used for retail, the guidelines in the CBD district regarding percentage of transparency will apply (at least 60% on the first level, at least 26% on the upper levels). If the buildings are to be used for office or residential, only 26% on each level is required, but welcoming entries and lobbies with a larger percentage of transparency are encouraged.
3. **Articulation of Facades within the block.** The visual strength and pedestrian comfort of traditional downtowns arises from the human scale of buildings. In addition to the articulation of each facade, consideration should be given to the rhythm and symmetry of the entire block. Even if the entire block is taken up by one building, articulation into smaller elements provides a more human scale to the building. An excellent example of rhythm within a block can be seen in the photo of East Bay Street in Charleston, on page 4. If the block consists of a group of small separate buildings, consideration should be given to the scale, mass and setback of existing buildings likely to remain in order to create a pleasing assemblage of buildings.
4. **Materials.** Recommended materials include:

**Construction Materials:**

- Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted.
- Stone, cast stone or architectural concrete
- Split-face block used in conjunction with brick
- Light stucco finish
- Wood for smaller-scale townhouses and condos

**Trim or accent materials:**

- Ceramic tile in appropriate colors
- Wood (e.g. accent material such as panelled storefronts and entries)
- Metal framing (Note: aluminum storefront framing systems must be designed with careful consideration of proper proportions of the framing members in order to be successful)
- Cast or wrought iron
- Sheet metal (parapet wall copings, etc.)
- Fabricated millwork (Fiberglass or structural foam)

**Glazing Materials:**

- Clear glass, block
- Textured, faceted or stained glass as an accent.



*This view of the North William Street illustrates many of the problem with unplanned growth and decline along commercial corridors. Many of the problems shown here could be addressed by improved streetscape, landscaping and screening, selective removal of the worst buildings, improvements to some buildings, and new buildings that follow the design guidelines. One of the worst problems with corridors like these is the visual clutter of electrical poles, signs, and traffic signals. Streetscape enhancement is discussed in section 7.0.*



#### **Roofing Materials:**

- Standing-seam metal roofs
- Slate or synthetic slate
- Composition shingles (Standard 3-tab shingles and shingles that are imitations of wood shingles or shakes are inappropriate. Heavy weight shingles such as “Slateline” by GAF, “Grand Manor” or “Carriage House” by Certainteed are appropriate.)
- Membrane roofing at low-slope areas (built-up roofing, single-ply roofing, etc.)

#### **Awnings:**

- Fabric awnings

#### **Prohibited materials include:**

- “Mirrored” or opaque glass
- Colored glass
- Wood shakes or shingles
- Heavily textured stucco
- Imitation stone texturing (formstone)
- Clapboard sidings, whether wood or alternative materials at the ground level or except with review and approval
- Metal Awnings or canopies
- Backlit canopies or awnings
- Plastic awnings

4. **Building Scale and Proportion.** In general, building facades should have windows that have a vertical emphasis, that is, windows that are taller than they are wide (except storefronts, see below). Windows should be organized into regularly spaced patterns within the wall surface.

5. **Building Elements.** The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components used in retail/commercial structures.

***Windows:***

Acceptable windows for this district would be single-hung or double-hung (except storefronts, see next section). Windows should be taller than they are wide. A wide variety of contemporary window types constructed from a range of materials can be used to successfully interpret this tradition. Additional configurations such as casement sash or fixed windows may be acceptable with review. Windows may have further dividing members, but such divisions shall be either “true divided light” construction or permanent exterior grilles. Interior grilles alone or grilles set between the panes of double glazing are not acceptable. Windows may be constructed of wood, clad in vinyl or prefinished metal, or from aluminum or other appropriate metals.

***Storefronts/Building Fronts on Retail Buildings Only:***

On commercial/retail buildings, the first floor storefront should be composed of large expanses of glazed openings (60% or more). These allow for the display of merchandise in retail uses, but are also appropriate for other uses such as restaurants or offices. Features such as transoms allow for natural light to penetrate deeply into the building. The use of awnings can shade these large glass areas and allow for the introduction of appropriate colors to enliven the pedestrian experience. Metal framing for storefront glazing should be a minimum of 2” wide.

***Doors:***

A major factor in the creation of a compatible building design is consistency. It is imperative that the doors used on commercial structures follow the traditional format for “commercial” doors. The use of door configurations more typically found on residential structures such as paneled doors or “crossbuck” doors is not appropriate. If aluminum storefront doors are used, only the “wide stile” type of door is appropriate. “Narrow” or “medium “ stile aluminum doors should not be used. Townhouses will follow guidelines for residential buildings, and apartments or condos will follow either large or small building guidelines depending on their size and scale.

***Shutters:***

Shutters can provide emphasis to the upper stories of a building and can introduce elements of color to a building facade. However, there are some basic requirements for shutters to be appropriately installed. The size and shape of shutters should correspond to the size and shape of the window opening. Shutters can be mounted to operate, or if



mounted in a fixed position, should be placed immediately adjacent to the window jamb. Wood and synthetic millwork are acceptable materials for shutters.

***Awnings:***

Awnings are an excellent way to introduce color and texture into the commercial street/building environment. Fabric awnings are recommended, and a range of acceptable colors should be agreed upon. Backlit or plastic awnings are not permitted.

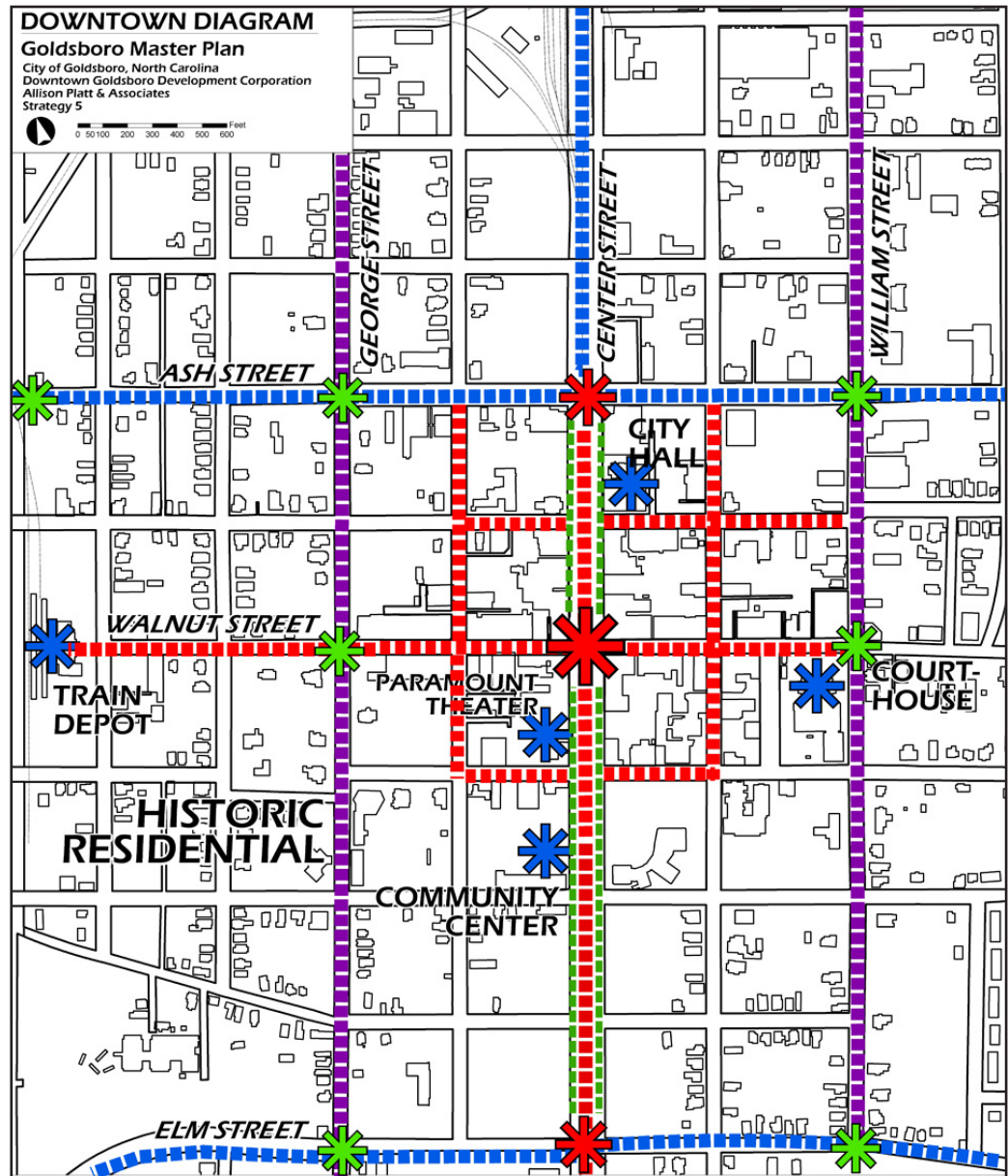
### 6. **Equipment and Technology**

Mechanical equipment should be located on the roof or at the rear of buildings if ground-mounted equipment is used. Careful selection of rooftop equipment locations will allow the roof parapet, roof, or roof forms to serve as an effective screen

Many buildings require satellite dishes for business or entertainment purposes. Television antennae, satellite dishes and similar equipment should be as small as feasible and located so as not to be visible from the street.

## 7: Guidelines for Streetscape Design

The map at right shows the streetscape hierarchy for the downtown. Ash Street, Elm Street, and the portion of Center Street north of Ash are entry corridors, shown in blue. Walnut Street, Center Street south of Ash and portions of other streets shown in red are retail streets, and in addition Center Street has a median. The treatment for streets shown in purple will vary with use. All others are considered residential.



This section gives conceptual guidelines for streetscape and public space improvements in the three districts as defined in this document. The illustration above shows the three principal types of streetscape improvements (retail, image/vehicular, and residential). The red lines represent pedestrian-priority streetscapes. A sub-category of retail streetscapes is Center Street, which has an added center median (shown in red with green edges). Blue dashed lines are image/vehicular streets. The purple lines shown represent a mixture of the other three



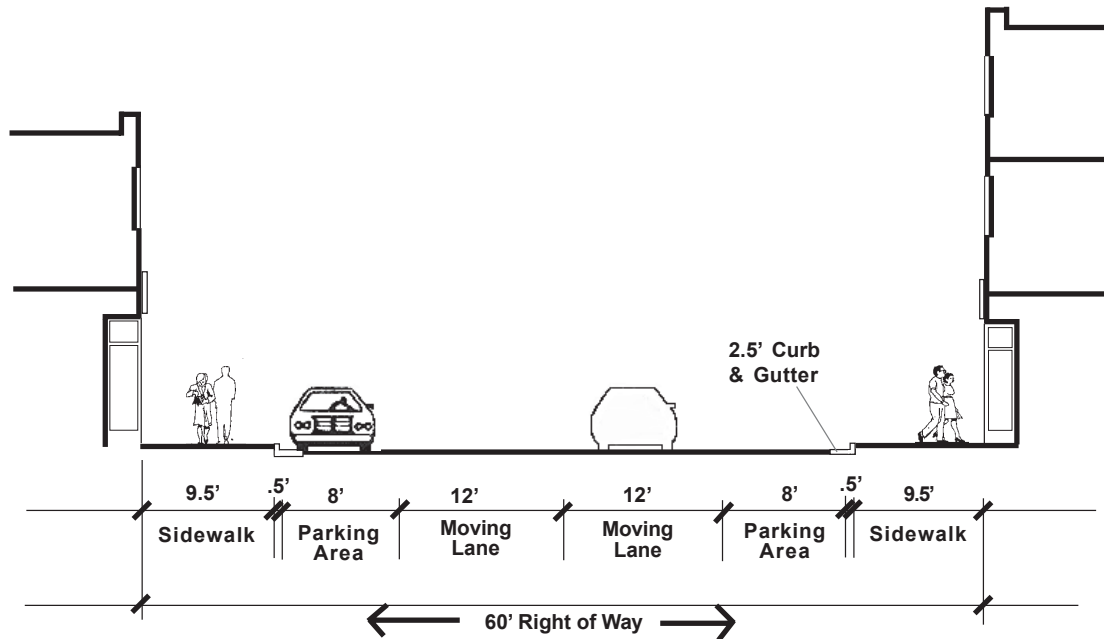


*This sketch presents the concept for Center Street, including expanded sidewalks, a median with trees and walks, a new rotary at the intersection with Walnut Street, and improved pedestrian crosswalks.*

types of streetscapes, with the treatment of each block dictated by the adjoining land uses and site designs. Those streets not marked are residential streets. On the following pages existing and proposed typical street cross sections are shown. Because public improvements will be accomplished over a long period of time, it is important to establish a framework for these improvements so that they work together to create a unified image for the downtown. It is essential that the City take the lead in making improvements to the downtown environment in order to encourage and reinforce private investment. In particular, one or several blocks of Center Street, and Ash Street from the railroad tracks to the rotary should be a high priority, since improvements in these locations are highly visible and will create excitement about the revitalization process. The quality of public improvements will also set the tone for the quality of private development. Ash Street is an NCDOT-maintained road, so any improvements to this street will require a sign-off by the state.

## **7.1 Pedestrian Priority/Retail Streets**

These streets will present the highest image of the community to the visitor and resident. Pedestrian comfort and safety should have the highest priority. Because these streets are meant to be enjoyed on foot, they should have the highest level of “fin-

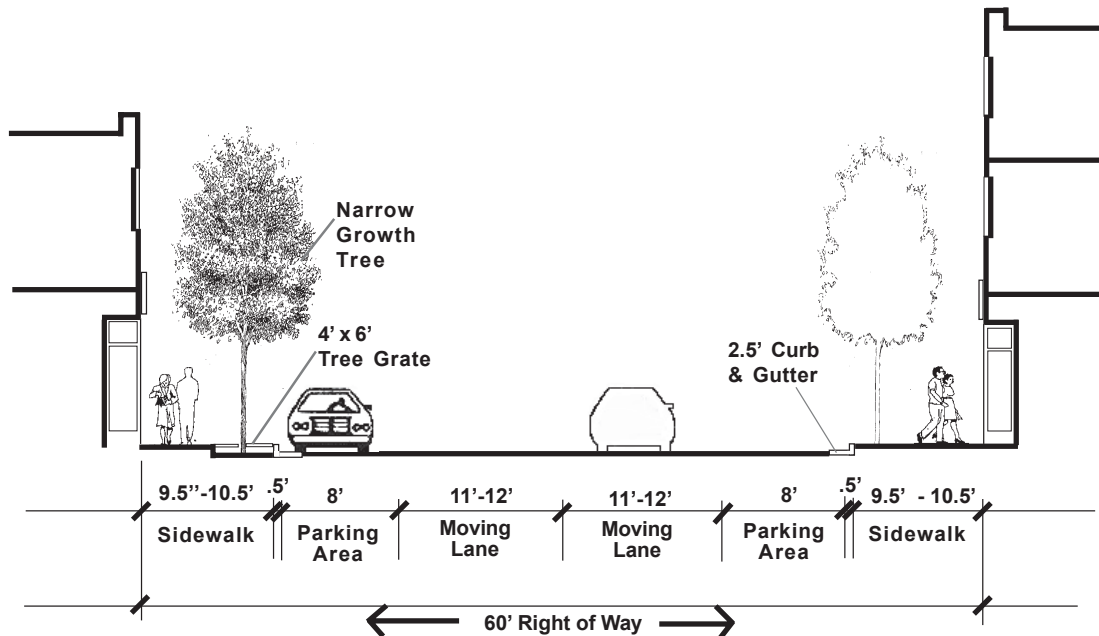


### Pedestrian Priority w/ 60' ROW Existing Conditions

(Applies to all Pedestrian Priority Streets other than Center)

(Decorative pedestrian lights in place to remain or be installed)

(Overhead wires to be buried or relocated if possible)



### Pedestrian Priority Streets Proposed Improvements

(Decorative pedestrian lights, trees in grates, and street furnishings as selected by the City)

(Unit paver sidewalks wherever possible)



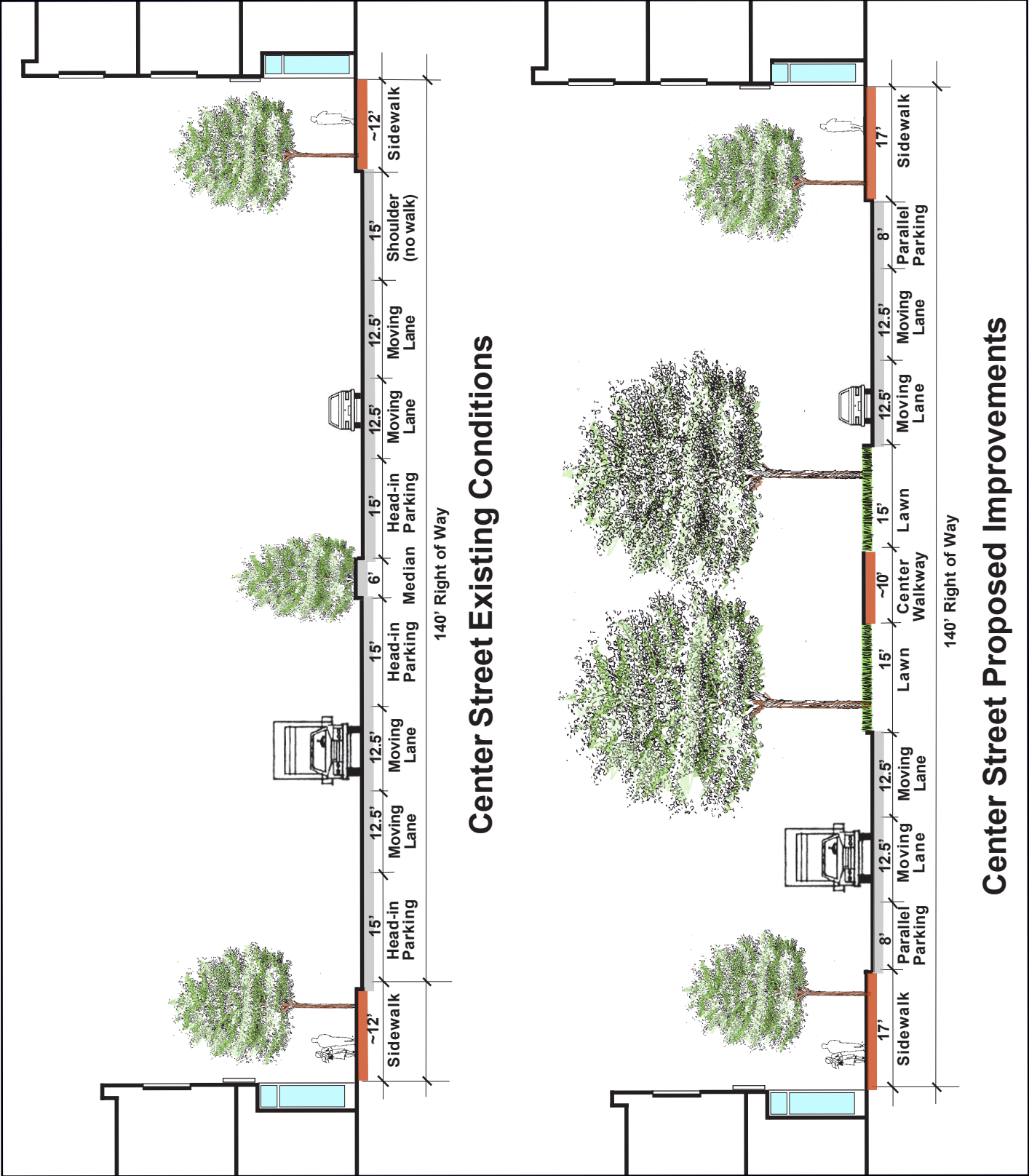
ish”, including such elements as pedestrian lights, benches, trash receptacles, and more elaborate paving and landscaping. Streets with this designation include (see map on previous page) Center from Ash to Elm, Walnut from the Depot to the Courthouse, James and John Streets from Ash to Mulberry, Ash from James to John, Mulberry and Chestnut from James to William, and Ormond Street. The logic in designating these streets as pedestrian priority is that they are main streets, or streets to or from destinations, such as the Depot, the Courthouse, the Post office, and future planned parking lots and garages.

All pedestrian priority streets should have the highest level of finish. Treatment should include the following features, as shown in the “before and after” cross-sections:

- *Unit pavers on the sidewalks on Walnut and Center at a minimum.*
- *Continuous paving with trees in grates throughout.*
- *Sidewalks as wide as ROW allows (10' minimum if possible).*
- *Well-marked crosswalks and crossing lights if needed.*
- *Poured concrete curb and gutter, with consideration given to the use of granite curbs on Center and least, and perhaps on Walnut.*
- *Pedestrian amenities such as pedestrian lights, benches, banners, more frequent placement of trash receptacles, planters, directories, and so on.*
- *Parallel parking rather than head in parking throughout the district (except Ormond Street).*
- *Street lighting at intersections and pedestrian lighting throughout.*

Note in the cross-sections on page 46, which used Walnut Street as a model, that the main difference between the existing and proposed cross-sections is the addition of street trees. On Walnut Street from George Street east to the Courthouse the existing sidewalks are narrow and will probably only allow planting of a more upright form of tree, rather than a spreading form. It may be feasible in some cases to leave the current brick paving and simply add concrete collars and street trees, although eventually it would be preferable to use a version of the final design for Center Street on all downtown streets. Where there are overhead lines that must remain it will not be possible to plant street trees unless the lines can be buried or rerouted to the backs of buildings, or unless smaller trees are used.

On streets other than Center and Walnut, it would be desirable, but is not essential that the sidewalks consist of all unit pavers: the essential element is the continuous paving from ROW to curb. The only exception to this continuous paving treatment would be Walnut from George Street west to just past the intersection with Virginia, and on Center between Pine and Elm. On these blocks single-family residential already exists or is planned. Because of this, the treatment should probably change



The existing and proposed cross-sections for Center Street are shown above. Between Pine and Elm Streets, the cross-section for this road changes from continuous sidewalk paving to a 7-8'-wide tree strip and an 8'-wide (preferably brick) walk on each side. The treatment for the median would remain the same throughout.



*The sketch on the right shows the intersection of Ash and Center Streets. Because Ash is proposed to be a major route into the downtown, and the rotary is the entry to the downtown, improvements here are critically important.*

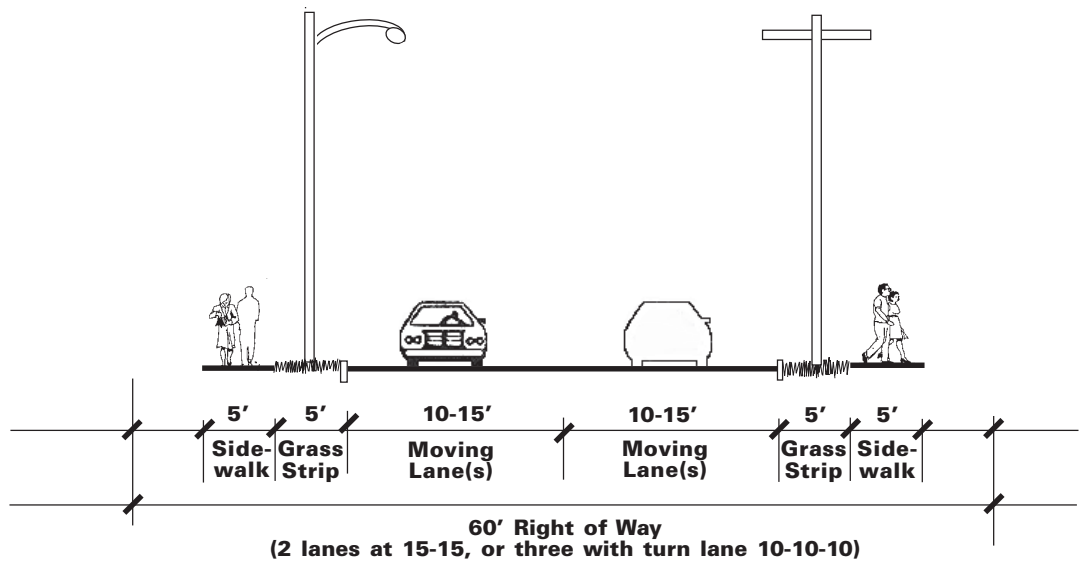


to 6-8' unit paver walks with a grass tree strip at the curb. The unit pavers will unify the entire length of the street, while the tree strip will signify a residential area.

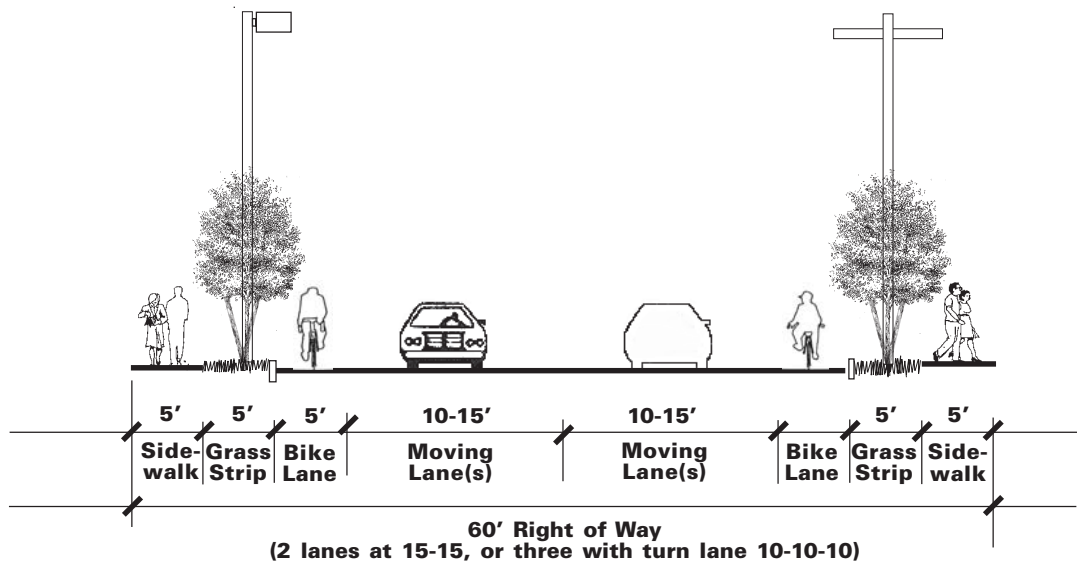
Center Street, because of its greater width and its importance to the image of the entire community, includes in addition a 40'-wide median from Elm north to Ash, and further north to Oak if possible (and if new development as shown in the plan is built). The cross section for Center Street is shown on the next page. The 40' median includes a 10'-wide center walkway of unit pavers and two 15' grass tree strips. This median will become an important new civic space for the community, and because of this, it can vary along its length to include seating areas, monuments, memorials, artwork, and so on.

## 7.2 Image/Vehicular Streets

This type of street carries many vehicles to and from the downtown. It includes Ash Street from the railroad tracks to and past William Street, and Elm Street from the railroad tracks to and past the cemetery. Although we will only deal with these streets within the original downtown master plan study area, the model could apply elsewhere where there are collector roads with commercial and mixed uses along the edges. These are not the types of streets that will carry a great deal of pedestrian traffic, so whatever improvements are made should be aimed at moving traffic safely and efficiently, providing signage easily seen from vehicles, and creating an attractive landscaped edge. Typical cross-sections are shown on the following pages.

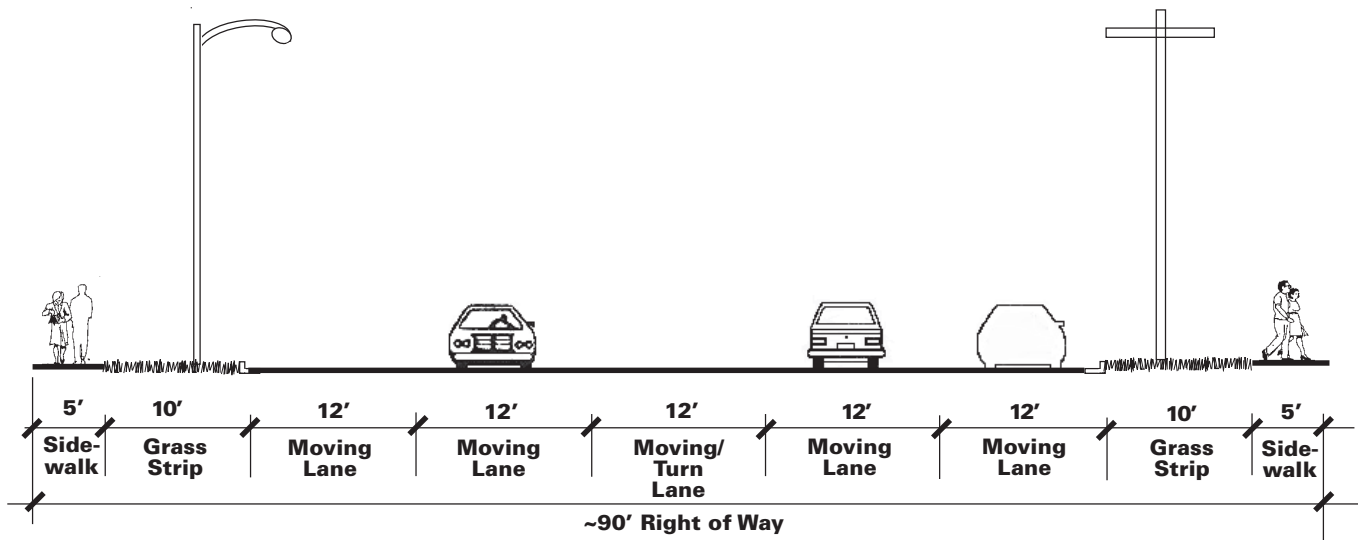


**Image/Vehicular Street 60' ROW Existing Conditions**  
(with overhead lines to remain)

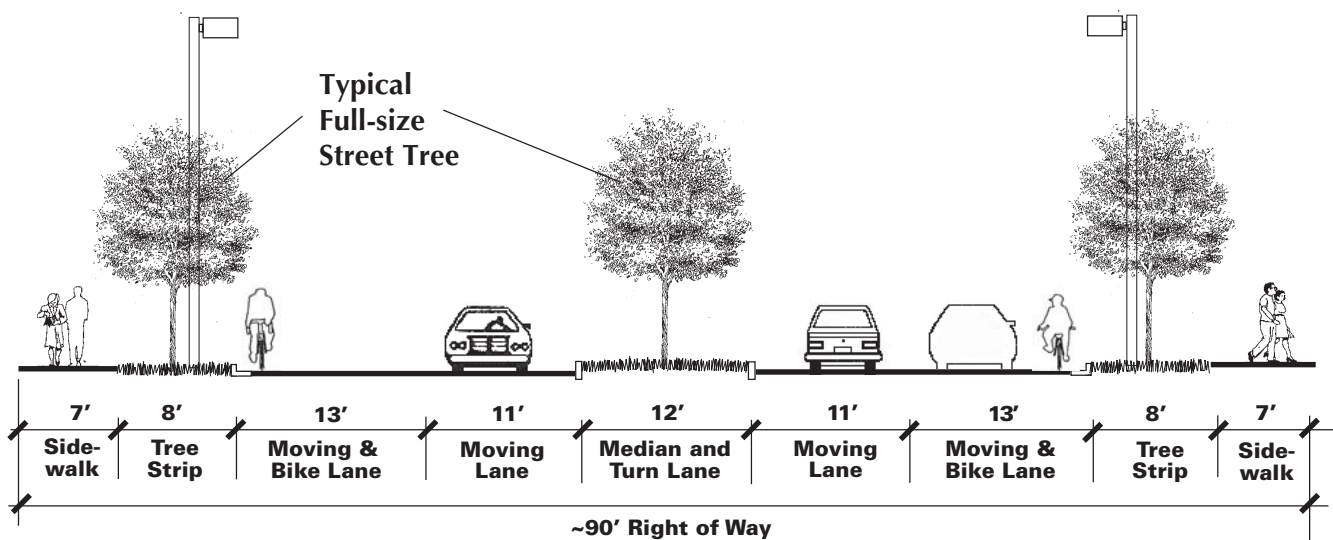


**Image/Vehicular Street 60' ROW Proposed**  
(with overhead lines to remain)  
(see Residential Streets for cross-section without power lines)





**Image/Vehicular with ~90' ROW Existing Conditions**  
(Two lanes each way plus turn lane)



**Image/Vehicular with ~90' ROW Proposed**  
(Two lanes each way plus turn lane)

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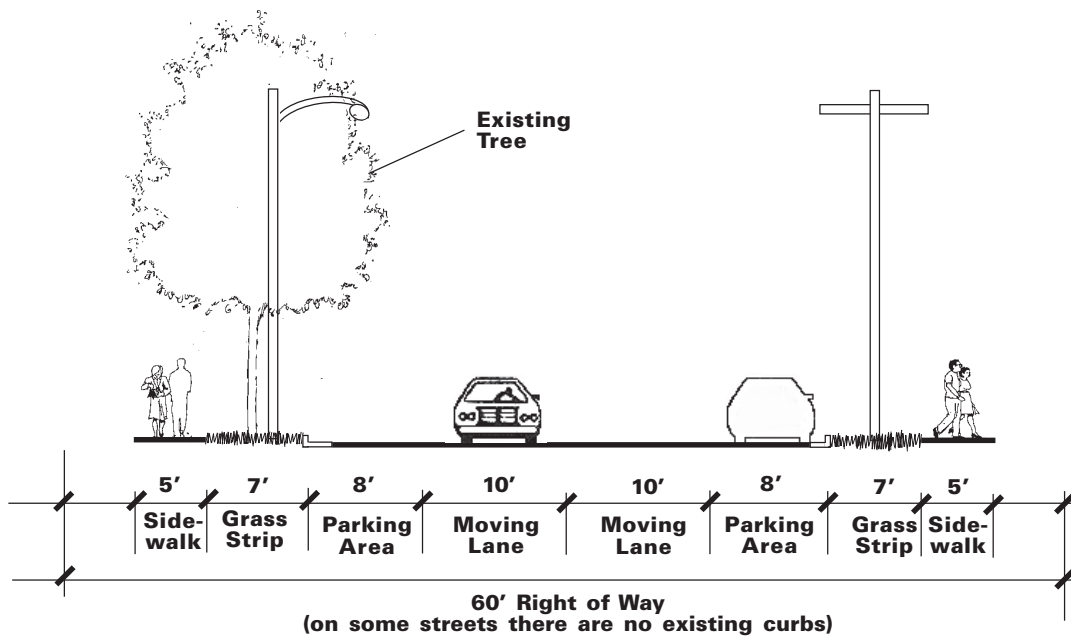
Even though these are not pedestrian streets, they should always have a minimum 5'-wide continuous sidewalk, preferably behind a minimum 5'-wide tree strip, and well-marked pedestrian crosswalks are recommended at all intersections. Improvements to Ash Street should be high priority, as this is the most attractive entry into the downtown, but it still needs cosmetic improvements to adequately welcome visitors.

Recommended public improvements for Image/Vehicular streets include:

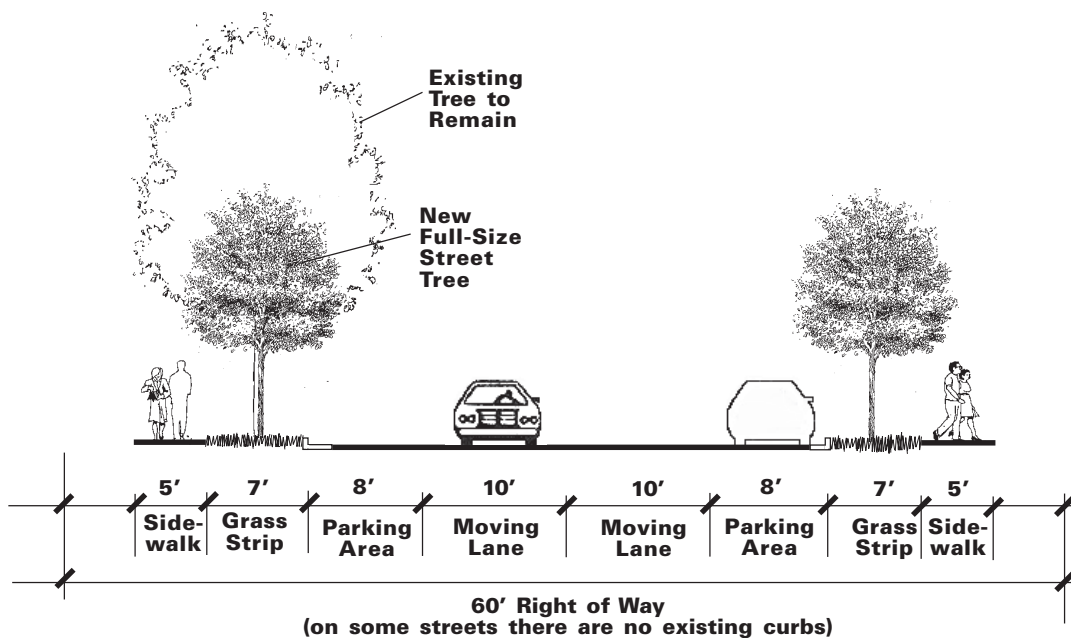
- A minimum 5' grass strip with trees.
- A minimum 5' sidewalk. Although brick paving is not necessary, a continuous concrete sidewalk is recommended.
- Poured concrete curb and gutter.
- Reduction of driveway widths, screening of parking, and aggregation of driveways wherever possible.
- Clear wayfinding signage to direct people to their destinations and to parking areas.
- Parallel parking where it now exists (this may be instead of a second moving lane in each direction).
- Well-marked crosswalks at all intersections, including crossing lights at intersections that need them (to be determined).
- In locations where the street cross-section is wider than 60', consideration should be given to creating a center median with trees that would narrow to a left turn lane at intersections. This cross section is much safer for pedestrians crossing wide streets, and also allows the creation of an additional attractive green space and improved image at entry points. An example of one area where a median would work is the east end of Elm Street.
- Upgraded street lighting. In most cases, this would mean removal of serpent-head fixtures mounted on power poles and their replacement with sharp cut-off shoebox or round fixtures. A finish such as bronze is recommended, because this color tends to be less noticeable. In locations closer to the downtown, or where and when funds allow, pedestrian fixtures could be used in addition to, or in place of, street lights.
- In locations where overhead lines must remain, planting of smaller ornamental trees (e.g. Crepe Myrtles) is recommended; where overhead utility lines can be relocated or buried, full size street trees are recommended.
- Bike lanes are shown on both cross-sections.
- See site design guidelines for screening requirements on adjacent properties.

The exact dimensions and design of the street will require design development work and, in the case of Ash Street, approvals from the NCDOT.





**Residential Street 60' ROW Existing Conditions**



**Residential Street 60' ROW Proposed**



*These two photos show appropriate character for residential streetscapes. The top photo is the historic community of Southport, NC, and the bottom photo is the New Urbanist community of Woodson in Shallotte, NC. Both show a narrow concrete walk and a tree strip next to the road. Sidewalk width should vary according to expected pedestrian traffic.*

## 7.3 Residential Streetscapes

Nearly all of the residential streets in the downtown area have a 60' right of way, so typicals are based on that profile. If the streets are narrower, parking on one side should be removed rather than the tree strip and sidewalk being narrowed. There should not be as large a demand for parking on residential streets, in any case. Parking can also be removed from one or both sides of the street for about 80' back from the intersection if it is necessary to create left-turn lanes.

A typical existing and proposed cross-section for residential streetscapes is shown on the following page. Recommended improvements for residential streets include the following:

- Minimum 5' grassed tree strip with trees.
- Minimum 4-6' sidewalk (depending on width of ROW and anticipated foot traffic).
- Poured concrete curb and gutter.
- Pedestrian lights with street lights at intersections where needed (the pedestrian lights could be single-head lights rather than the doubles used in the downtown, but using the same poles).
- Curb cuts should be kept to a minimum. Wherever possible, access to parking should be from the rear of properties. If driveways enter from the front of properties, all turn-around and car storage areas and garages must be behind the back edge of the primary building on the site if possible. Driveway aprons will be a maximum of 14' wide, with 10-12' preferred. Walks should continue at grade across driveways.
- When streets are re-done, efforts should be made to save existing healthy trees, even if it requires an accommodation in the widths of proposed streetscape elements.
- Burial or re-routing of overhead power lines where they occur wherever possible.
- In locations where overhead lines must remain, planting of smaller ornamental trees (e.g. Crepe Myrtles) is recommended; where overhead utility lines can be relocated or buried, full size street trees are recommended.





*Two styles of pedestrian lights on Center Street.*



*These longer tree grates provide more root space for street trees.*

Treatment for streets will vary where the uses change along their length within the downtown master plan area. There are many examples of this, such as William Street, which would be treated as residential for two or three blocks moving north from Elm, then transition to retail near the Courthouse, then transition to image/vehicular farther north. Adjacent uses should guide decisions about appropriate streetscape treatment.

The typical existing road width on residential streets with a 60' ROW appears to be either ~30' or ~35'. There appears to be no parking on the streets with 30' ROWs.

If it is too expensive to bury overhead wires and impractical to re-route them to the backs of buildings, consolidation of the overhead wires to one side of the street or the other is recommended. The preferred side for the wires would be the north-facing side on the east-west streets (this will allow shade on the south-facing front of buildings on the other side of the street), and/or the side with less existing healthy trees to be saved.

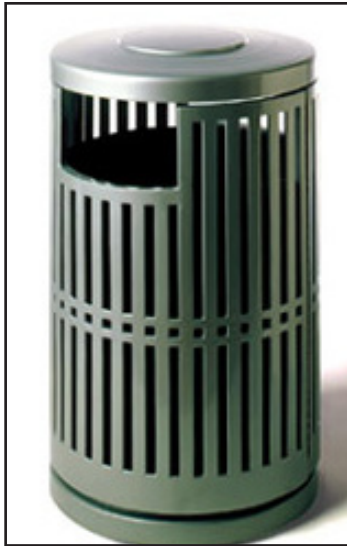
## 6.4 Streetscape Furniture and Lighting

Choices for streetscape furniture and lighting should be made as the first streetscapes are designed. The design process should include detailed design for all the various types of streetscapes, even if only one type will be implemented. Planning for all variations will provide guidance for the City over the many years that streetscapes will be planned and built.

The existing pedestrian lights are very attractive and should probably be retained as the City standard for the downtown. Elements may be added such as banner arms, street name signs, or specialty items such as gateway arches which harmonize with the lights. The City will have to decide if black will be the color for all fixtures or if another color should be chosen.

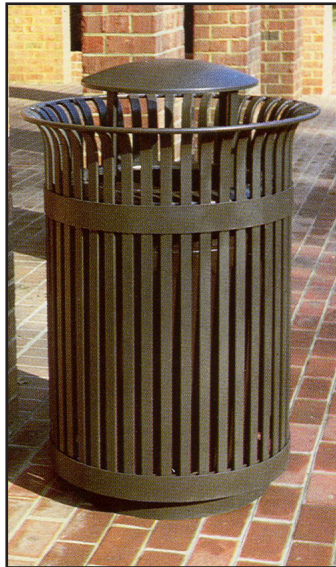
Other elements, such as trash receptacles and benches, should probably be reconsidered as part of this process. Paving color and materials will also need to be considered. There is a brick color and pattern now used on Center Street, but since the sidewalks will be widened, this would be the appropriate time to make any changes. If the City wishes to stay with brick paving, great richness can be achieved by using more than one color of brick paving, so this is one possibility. One material that is NOT recommended for use as unit pavers is colored concrete pavers, as they tend to fade over time. Whatever the design for the sidewalks, the retail streetscapes should probably be some type of unit paving set in sand rather than a monolithic surface (e.g. concrete) or mortared paver. The reason for this is that downtown streets must fairly regularly be excavated for utility upgrades, new service, or for other reasons, and only unit pavers can be removed and put back in place with no visible "scars."





The older tree grates will have to be replaced by grates with narrower openings to meet the requirements for handicap accessibility. New grates in front of City Hall are the new type with narrower openings.

Experience also suggests that cast iron benches with wood slats, or all-tropical wood benches are more durable and cooler than all metal benches, especially in eastern North Carolina.



In general, purchasing the best furniture and lighting the City can afford will save money over the long term since higher quality fittings will last much longer.



*A wide variety of styles and sizes are available for street furniture. Quality and durability should be the primary considerations to ensure longevity.*





## Appendix: The Secretary of the Interior's Standards

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The National Park Service has assembled a series of standards to guide renovation and restoration of historic structures. Listed here are the standards for Rehabilitation, which would probably be the most common criteria for consideration by the Historic District Commission. However, there are other standards that might be more appropriate for an individual buildings, and these are listed for reference. Only one set of standards would apply to a particular building. The other standards that might apply include Preservation, Restoration, and Reconstruction. The standards apply to historic buildings of all periods, styles, types, materials, and sizes. The Secretary of the Interior roughly defines a historic building as being in excess of fifty years old and meeting certain criteria for significance.

### The Standards for Rehabilitation

1. A property shall be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property shall be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, shall not be undertaken.
4. Changes to a property that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new features shall match the old in design, color, texture, and where possible, materials. Replacement of missing features shall be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, shall be undertaken using the gentlest means possible. Treatments that cause damage to historic materials shall not be used.
8. Archaeological resources shall be protected and preserved in place. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials, features, and

spatial relationships that characterize the property. The new work shall be differentiated from the old and shall be compatible with the historic materials features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

## Standards for Preservation

The Standards for Preservation emphasizes conservation, maintenance and repair rather than . It reflects a building's continuum over time, through successive occupancies, and the appropriate changes and alterations that are made over time.

1. A property will be used as it was historically, or be given a new use that maximizes the retention of distinctive materials, features, spaces, and spatial relationships. Where a treatment and use have not been identified, a property will be protected and, if necessary, stabilized until additional work may be undertaken.
2. The historic character of a property will be retained and preserved. The replacement of intact or repairable historic materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Work needed to stabilize, consolidate, and conserve existing historic materials and features will be physically and visually compatible, identifiable upon close inspection, and properly documented for future research.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. The existing condition of historic features will be evaluated to determine the appropriate level of intervention needed. Where the severity of deterioration requires repair or limited replacement of a distinctive feature, the new material will match the old in composition, design, color, and texture.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.



## Standards for Restoration

The Standards for Restoration are focused on the retention of materials from a particular time in a property's history, while permitting the removal of materials from other periods.

1. A property will be used as it was historically or be given a new use which reflects the property's restoration period.
2. Materials and features from the restoration period will be retained and preserved. The removal of materials or alteration of features, spaces, and spatial relationships that characterize the period will not be undertaken.
3. Each property will be recognized as a physical record of its time, place, and use. Work needed to stabilize, consolidate and conserve materials and features from the restoration period will be physically and visually compatible, identifiable upon close inspection, and properly documented for future research.
4. Materials, features, spaces and finishes that characterize other historical periods will be documented prior to their alteration or removal.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize the restoration period will be preserved.
6. Deteriorated features from the restoration period will be repaired rather than replaced. Where the severity of the deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials.
7. Replacement of missing features from the restoration period will be substantiated by documentary and physical evidence. A false sense of history will not be created by adding conjectural features, features from other properties, or by combining features that never existed together historically.
8. Chemically or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
9. Archeological resources affected by a project will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
10. Designs that were never executed historically will not be constructed.

## Standards for Reconstruction

The Standards for Reconstruction guide the recreation of a non-surviving site, landscape, building, structure, or object in all new materials.

1. Reconstruction will be used to depict vanished or non-surviving portions of a property when documentary and physical evidence is available to permit accurate reconstruction with minimal conjecture, and such reconstruction is essential to the public understanding of the property.
2. Reconstruction of a landscape, building, structure, or object in its historic location will be pre-ceded by a thorough archeological investigation to identify and evaluate those features and artifacts which are essential to an accurate reconstruction. If such resources must be disturbed, mitigation measures will be undertaken.
3. Reconstruction will include measures to preserve any remaining historic materials, features, and spatial relationships.
4. Reconstruction will be based on the accurate duplication of historic features and elements substantiated by documentary or physical evidence rather than on conjectural designs or the availability of different features from other historic properties. A reconstructed property will re-create the appearance of the non-surviving historic property in materials, design, color, and texture.
5. A reconstruction will be clearly identified as a contemporary re-creation.
6. Designs that were never executed historically will not be constructed.



# Sidewalk & Outdoor Dining and Outdoor Display

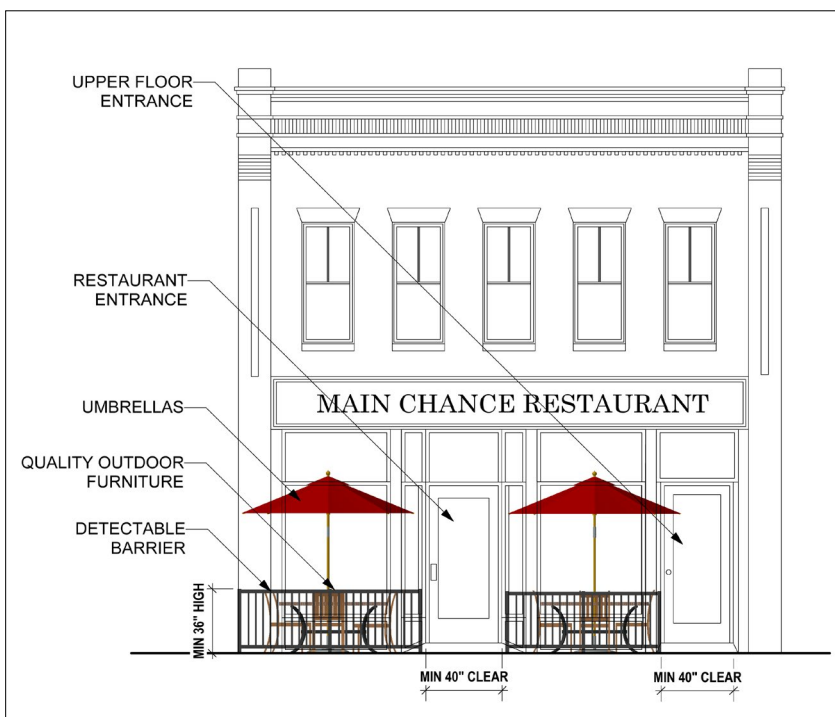
## 8.1. Purpose

The purpose of these guidelines is to provide guidance for Restaurant owners or owners of Places of Entertainment (bars, etc.) who wish to offer sidewalk or outdoor dining or seating on public sidewalks. Sidewalk dining and/or seating (Section 8.2) is defined as dining or seating allowed on public sidewalks and alleys, while outdoor dining (Section 8.3) is defined as dining or seating allowed on private land including on setbacks from the street, sideyards, alleys and rear yards. Also included in this section are rules for store owners who wish to display merchandise on the street (see Section 8.4).

## 8.2. Sidewalk Dining-Outdoor Seating

Store owners must obtain a yearly permit, must be mindful that they are using the public right of way, and must ensure that:

- Pedestrian traffic flow and safety are not impeded and ADA (Americans with Disabilities) standards are met;
- The historic architectural context is honored and enhanced; and
- Outdoor areas are maintained to the highest standards at all times.



*This drawing illustrates a possible configuration of sidewalk dining. See other drawings for allowable dimensions. Note that all doorways must remain clear, with minimum 40" opening.*

## 1. Space Requirements

The space allowed for outdoor seating and/or sidewalk dining will vary with the width of the sidewalk. There are two sets of requirements: for sidewalks 10' or narrower, and for sidewalks wider than 10'. See typical plans on the next two pages for graphic representations of these requirements.

### For streets 10' wide or narrower:

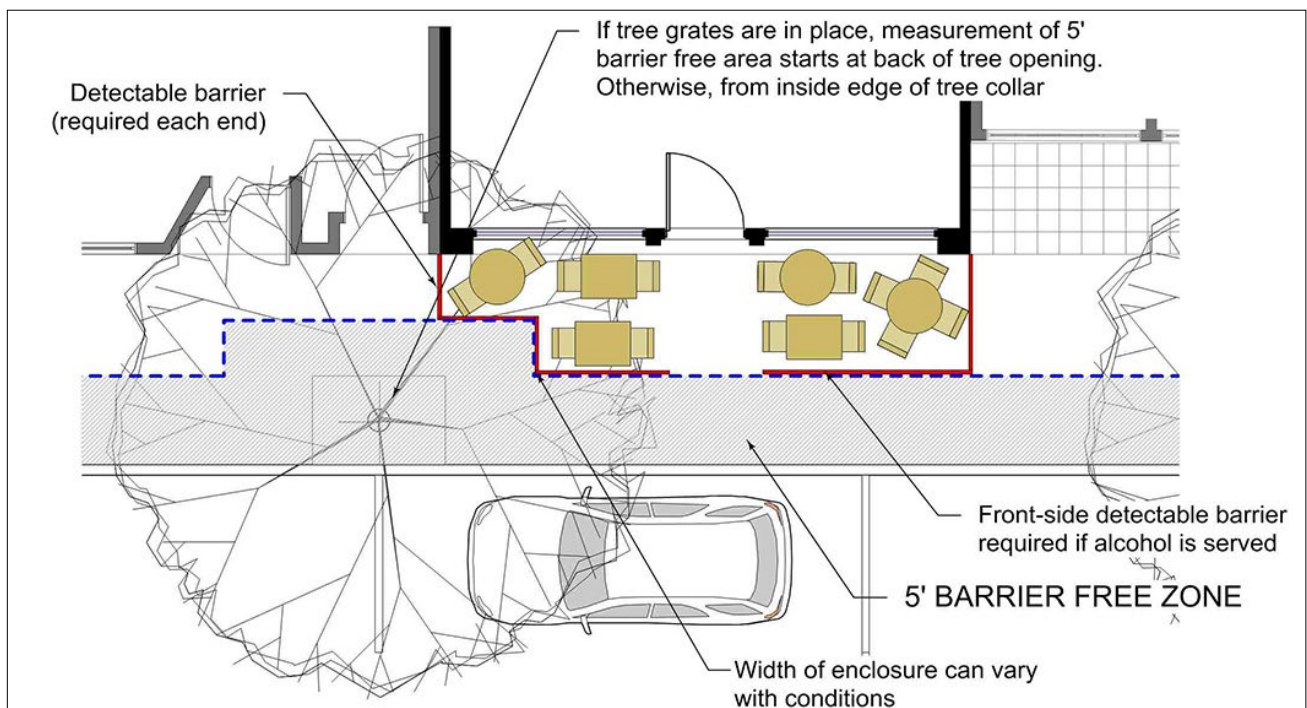
- A 5'-wide zone from the back of the curb or from any fixtures (trees, lights, bike racks, etc.) must remain clear of obstructions at all times. If tree pits are not covered with tree grates, the measurement for pedestrian traffic flow starts from the inside edge of the tree curb closest to the buildings. Although a minimum 5'-wide corridor must remain clear for pedestrian traffic flow, the space available for outdoor dining or seating may move in and out around street fixtures. The remaining public right of way, plus whatever setbacks that the building offers, may be used for sidewalk dining.

### For sidewalks 10' or narrower



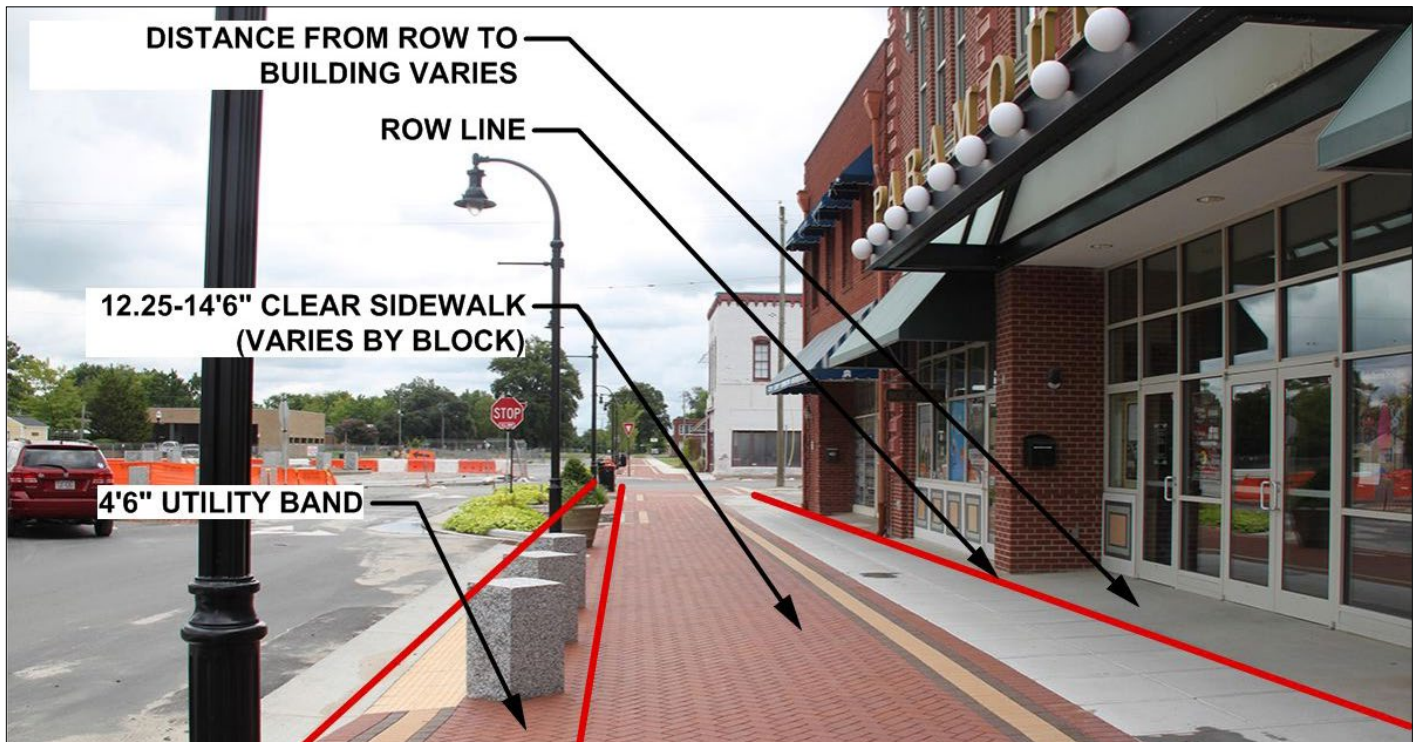
*This photograph shows how the dining enclosure moves around a light pole in order to maintain a minimum 5' clearance on the sidewalk.*

### For sidewalks 10' or narrower



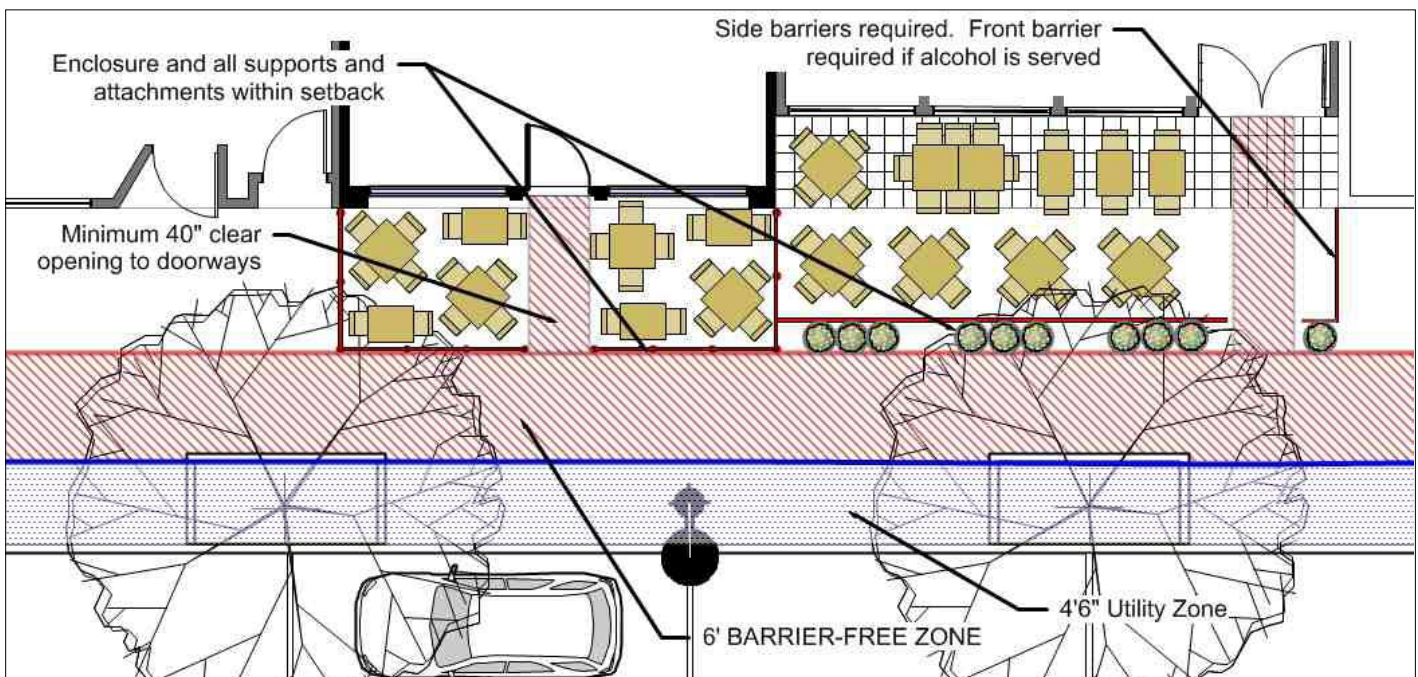


**For sidewalks wider than 10'**



*This photograph of Center Street near the Paramount illustrates the areas allocated for utilities, shows the space between utilities and the right of way (ROW) line, and also illustrates that some buildings have space behind the ROW line that can be used for sidewalk dining, but is not included in space calculations (i.e. additional space).*

**For sidewalks wider than 10'**







*Even on narrow sidewalks it is possible to fit a limited amount of sidewalk dining. Side barriers are always required. If alcohol is served there must also be front barriers.*

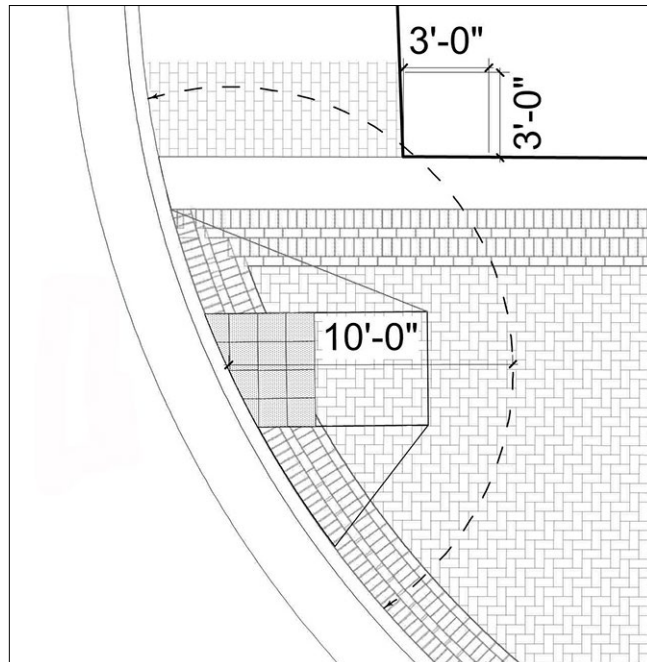


*This metal dining enclosure in Washington, D.C. is enhanced with colorful hanging planters. The planters and plants must still fit within the allowable dimensions.*

In most cases, streets this narrow will only accommodate a single table and two, or perhaps three chairs within this space. The photo at left shows an example of sidewalk tables on narrow sidewalks.

### **For streets wider than 10' (and especially Center Street with widened sidewalks):**

- A 4'6"-wide utility zone next to the curb is reserved for any fixtures or street furniture. No tables and chairs for outdoor dining may be located in this zone.
- A minimum 6'-wide corridor inside the utility zone must remain clear for pedestrian traffic flow at all times. The remaining public right of way, plus whatever setbacks that the building offers, remains for sidewalk dining. On Center Street, this will be approximately 8'-9'.
- Depending on utilities and street furniture adjacent to the business, additional space may be allowed by exception with review and approval.
- Likewise, if there are any obstructions or elements in the sidewalk that require it, this 6' allowance for pedestrians may be increased.
- Any projections from the enclosure (signs, planting materials, lights, etc. must be included in calculating the 6' barrier-free areas.
- For buildings adjacent to handicap ramps, at least 10' from all handicap ramps (measured from the inside edge of the curb) must remain clear of obstructions. In addition, 3' from the corner of buildings located on corners must be free of all obstructions. See diagram below.



*This diagram shows the area around handicap ramps that must remain clear of obstructions. In addition, no obstructions should be placed closer than 3' to buildings on corners.*





*The attractive wrought iron enclosure shown above looks as if it might be custom-made. The width of these sidewalks in Austin, TX allows enough room for planters in addition to the railings. Also note the small lights on the enclosure.*



*This photo shows a wood fence with angled slats to allow less wind resistance. Tropical woods should be used to prevent warping and splintering.*



*This private courtyard dining area has been fitted with small overhead lights for nighttime dining.*

## 2. Barriers

Fencing or other enclosures for sidewalk dining areas is important both to provide control for the store owner, and also to alert pedestrians and those with sight impairments that an obstruction exists on the sidewalk.

### Dimensions and placement requirements:

- Enclosures must be a minimum of 36" high;
- Leading edge barriers are required (perpendicular to the sidewalk)
- Front edge barriers are optional unless alcohol is served at the establishment; then they are required by North Carolina state law;
- Generally, only one entry to an enclosure is recommended, especially where alcohol will be served;
- Openings for access to all doorways must be a minimum of 40" wide, and must remain clear from the opening to the doorway. If there is an additional door in the facade allowing access to upper floors, that door can only be included in the enclosure by exception.

### Allowable materials and dimensions for enclosures are as follows:

- Enclosures should be at least 50% open (except canvas or fabric, see below) to allow visibility to and from the street, and between 36-48" tall.
- Metal railings (wrought iron, aluminum or steel) on bases of circular or rectangular flat metal, or **mounted by attachment to the building and to the concrete slab under the brick of the sidewalks with review and approval.** No fencing may be permanently attached to the concrete portion of the sidewalk.
- Painted or stained wood on bases of flat circular or rectangular metal (wood bases are not permitted); tropical woods are required for wood enclosures to ensure stability and longevity.
- Rectangular, square or round planters made from architectural concrete, commercial grade resin or terra-cotta must be no more than 2'6" tall without planting. Planters must have plants in them or be removed from the sidewalk.
- Round or square planters or urns used as barriers and connected by ropes with review and approval may be up to 3' high without plantings;
- Canvas or other fabric securely fastened appropriately to metal frames are allowed, with the understanding that the canvas or fabric must be designed not to blow over in windy conditions and be maintained in good condition at all times.
- Other attachments and materials will be considered by exception with review.





*Metal furniture such as this aluminum furniture is approved for use, although it may be warm in the summer months if shade is not provided.*



*Natural materials such as commercial grade wicker and rattan are allowed.*



*These square, compact umbrellas create a sense of order and allow efficient table layout. Stone topped tables and metal-framed resin-wicker furniture are durable and weather resistant. All photos this page courtesy of American Trading Company.*

**Not permitted are:**

- Plastic used as a material for any portion of any enclosure;
- Domed or raised metal bases over 6" in diameter (these are a tripping hazard) or concrete or wood bases, except planters;
- Rope enclosures less than 1' in diameter;
- Planters with narrow bases which can be easily tipped or that would be difficult to detect by the visually impaired.

### 3. Furniture

Furniture for outdoor dining should be built for outdoor use and should be sufficiently sturdy to withstand reasonable variations of weather and wind. Stacking-type chairs are recommended for storage. Both chairs and tables should be compact to allow the greatest flexibility in seating options (square or round tables of no more than 30" are often used).

**Furniture allowed for sidewalk dining:**

- Chairs of metal (aluminum, steel, or wrought iron), wood, natural materials (e.g. wicker or rattan over metal for weight), or metal frames with natural, wood or plastic parts (e.g. resin woven wicker). Although chairs do not need to all be the same, when seen together they must appear unified in style. Colors should be natural or dark colors. White or fluorescent colors are not allowed.
- Tables of natural materials (wicker, rattan), metal (aluminum, steel, architectural concrete or wrought iron), with metal, stone, wood, architectural concrete or resin tops. Plastic woven (resin) wicker over metal of sufficient weight is also allowed. Tables should be natural or dark colors.

Although more than one size and shape of tables may be used, all elements should form a harmonious collection.

- Market-type umbrellas made of outdoor fabric with metal stands. Umbrellas should be compact in size and square is preferred over round. Plain colors rather than stripes are preferred. Umbrellas colors and shapes should harmonize with or provide an accent to the colors of the facade and any trim or awnings.

- Outdoor lighting may be desirable. Since many configurations are possible, all must be approved. Lighting affixed to the building or overhead lighting is preferred. See examples of lighting attached to a barrier and overhead on page 61 in this section.

- Open flames (e.g. candles) are not allowed.





- New materials are often introduced to the trade. These will be considered by exception with review.

**Furniture/fitings not allowed for sidewalk dining:**

- Any furniture or accessories other than chairs and tables and a hostess stand (e.g. no warming tables, bus tables, etc.);
- No covering or decking allowed to cover the sidewalk;
- All-plastic molded chairs or tables ;
- White or fluorescent colors (except as accents);
- Picnic tables of any material or size;
- Commercial Logos (e.g. beer logos) or other writing on umbrellas. Logo for store is allowed, but will be deducted from allowable square feet of signs allowed for the building.



## 8.3. Outdoor Dining on Private Property

Outdoor dining on private property offers many opportunities to create unique and diverse dining experiences: walled garden settings with pergolas, sophisticated courtyards with couches and firepits, decks overlooking a downtown view. Because the possibilities will be shaped by the space available, these guidelines are fairly general and plans will be reviewed individually. While guidelines for outdoor dining on private property adjacent to and visible from the street are similar to those for sidewalk dining, there are more possibilities for outdoor dining located elsewhere such as on rooftops or upper floor terraces.



*Some possible configurations of outdoor dining in areas not adjacent to the public sidewalk.*

### 1. Location, materials and fencing.

- Railings, decks, outdoor lighting, ramps, and safety items must conform to all City and State building, safety, accessibility and zoning requirements.
- Outdoor dining areas can be located on decks, sideyards, rooftops, or frontages of buildings that are set back from the public right of way.
- Clearance from public rights of way to all doorways must be a minimum of 40".
- Outdoor dining areas located in sideyards or rear yards may be fenced for security and screened for privacy. Fencing similar to that specified in the sidewalk dining guidelines may be used, but it may be permanently anchored. Height may be up to 6', and may be solid (e.g. masonry wall) or be open in construction (e.g. metal pickets or grilles or lattice), or may be a combination (e.g. solid up to 30-36" and open above). If a solid wall is used and there is a outdoor entry, the gate should be constructed of open materials such as metal pickets or wrought iron.
- Outdoor dining located in the frontages of buildings set back from the sidewalk must have perimeter fencing that meet the requirements for sidewalk dining. Paving should complement the adjacent sidewalk.





*The attractive planters and plants maintained by this store owner add richness to the streetscape.*



*This outdoor display relates to the services offered, provides seasonal color, and invites pedestrians to “set a spell.”*

- Outdoor dining located on decks or rooftops must have railings required by code as to height (42”), but may utilize materials that allow views through (e.g. horizontal or vertical steel cables or Plexiglas panels).
- Access may be through the building, from the street, or both.

## 2. Furniture

- For private dining areas located in setbacks from the front of buildings next to the public right of way, the standards for furniture and umbrellas are the same as for sidewalk dining.
- For furniture in side and rear yards and on decks and rooftops, the requirements are more flexible, with picnic tables, umbrellas with logos, service areas, hostess stations and bars allowed as reviewed and approved by the Historic District Commission (HDC) and the City.
- Garden structures, sculpture, fountains, fireplaces and other outdoor elements may be appropriate in outdoor dining areas.

## 8.4. Outdoor Display Guidelines

Businesses may wish to use the public sidewalk for display, for signs alerting pedestrians to sales inside, for menus or events, for landscaping or perhaps to provide a bench to invite pedestrians to linger a while. The following guidelines are given to suggest appropriate use of outdoor space. The goal of these guidelines is to avoid a cluttered appearance on the sidewalks. Items for outdoor display are in two categories: **permanent** items such as benches and planters, and **temporary** items such as store goods and sandwich signs (see also Section 9: Sign Guidelines).

### 1. Space Requirements

#### For sidewalks 10' wide or narrower:

- 3' from the face of the building (right of way line) will be allowed for display, temporary signage, landscaping, or benches.
- Display items and temporary signage (sandwich boards) placed in the street are allowed, but must be removed from the street at the close of business each day.
- Items such as benches and plants in planters are allowed, and may remain in place, but must meet quality standards for the city, and must be maintained (e.g. if plants in planters have died, the planter must be replanted or removed).
- Dried and artificial plant materials of good quality are allowed.



**For streets wider than 10':**

- 5' from the face of the building (right of way line) will be allowed for display, sandwich boards, landscaping, or benches.
- On Center Street, 5' from the ROW line will be allowed for display, enclosure, sandwich boards, landscaping, or benches.
- Other requirements are as above for narrower sidewalks.

## 2. Display Items

**Allowed materials, permanent items:**

- All permanent items to be placed in the public right of way must be approved in advance. Planters must be architectural concrete, concrete, wood, commercial grade resin, metal, or terra-cotta.
- Benches must be iron and wood, all wood, architectural concrete, or all metal. Wood should be pressure treated or tropical for ease of maintenance.
- Plant materials do not require approval, but must be kept in good condition or removed, along with the planters. Dried or artificial plant materials of good quality are allowed.
- Other materials with review and approval.

**Materials not allowed, permanent items:**

- Plastic or consumer-grade wood or resin planters or benches.
- Fluorescent colors.

**A note about temporary display:** Common sense must be used when displaying goods in the public right of way. This space must be neat and clean at all times. Temporary displays should be tasteful and understated. Examples might be a piece of sculpture or artwork to publicize an art show or a display of plants in the spring outside a flower shop or hardware store. This space is NOT intended to be extra floor space for the business, space regularly used for outlet and marked down items, and so on. The Merchants Association may be the best agent for setting up rules for this type of display to avoid abuse. Such a group could also arrange dates when "sidewalk" sales rules would be in place for all retailers at the same time.

Temporary signs ("sandwich" signs, etc.) are discussed in Section 9: Sign Guidelines.

## 8.5. Existing Conditions

Please note that all existing barriers, furniture, sandwich boards and other items placed on the public right of way are ***grandfathered for 90 days, by which time the existing conforming materials must be permitted, or if non-conforming, must be removed.***

## 8.6. Routine Maintenance

(COA not required)

- Repair/replacement of previously approved outdoor/sidewalk dining and outdoor display items
- Change of message of previously approved sandwich boards.
- Change of outdoor display upon approval of space configuration.
- Maintenance of permanent items (benches, planters) or replacement with same once approved.
- Replacement of plant materials in approved planters.

## 8.7. Certificate of Appropriateness Required

To obtain a COA, a completed application form (available from the designated City staff person in Planning) must be submitted to the HDC staff liaison with information about the type of establishment, hours, and (if a restaurant) the number of seats proposed.

- A measured plan of the sidewalk dining or display area must be prepared to ensure compliance with these guidelines, and should include relevant information (e.g. table and chair layout and pictures or drawings of all barriers, chairs, tables, umbrellas, benches, planters and so on) and submitted to the HDC staff liaison.
- Examples (photographs, drawings, samples) of permanent display items must be presented and approved by the HDC or by the staff liaison prior to placement.
- Upon approval by the staff liaison or by the HDC, a permit must be acquired and a fee paid from the City of Goldsboro. Contact the Planning Department for more information. Permits must be renewed yearly at no charge for both outdoor dining and temporary display. Permits may be pulled if proper maintenance and materials are not observed, at which time outdoor dining or display must be removed pending additional review and approval, permitting and payment of permit fees.
- Failure to obtain appropriate permission will be considered a zoning violation.

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## 9: Sign, Awning & Canopy Guidelines



*The businesses on this very narrow street in Asheville use hanging and blade signs below awnings and a sandwich board sign. The more traditional signboard between the first and second floors might not be visible to pedestrians in this condition. A banner sign is also shown attached to the lamp post.*

### 9.1. Purpose

Signs fall into a variety of categories as they relate to a downtown. There are signs that announce a business, wayfinding signs, regulatory signs, painted mural signs, billboards, and gateway signs. This chapter will also deal with public and private banners.

The City has a sign ordinance in place (Section 6.4 of the UDO). These guidelines are meant to supplement and modify these guidelines as they relate specifically to the Historic District. Where questions arise, the Historic District Commission (HDC) is directed to decide based on the knowledge of the code modified by appropriateness to the context, especially the historic architectural context.

Because the Historic District encompasses several types of uses in addition to the commercial core, these guidelines will apply to these other uses, and the Historic District Commission will review signage within the entire district, including areas within the District that might otherwise be classified as Commercial, Office, Neighborhood Business, Shopping Center and Residential.

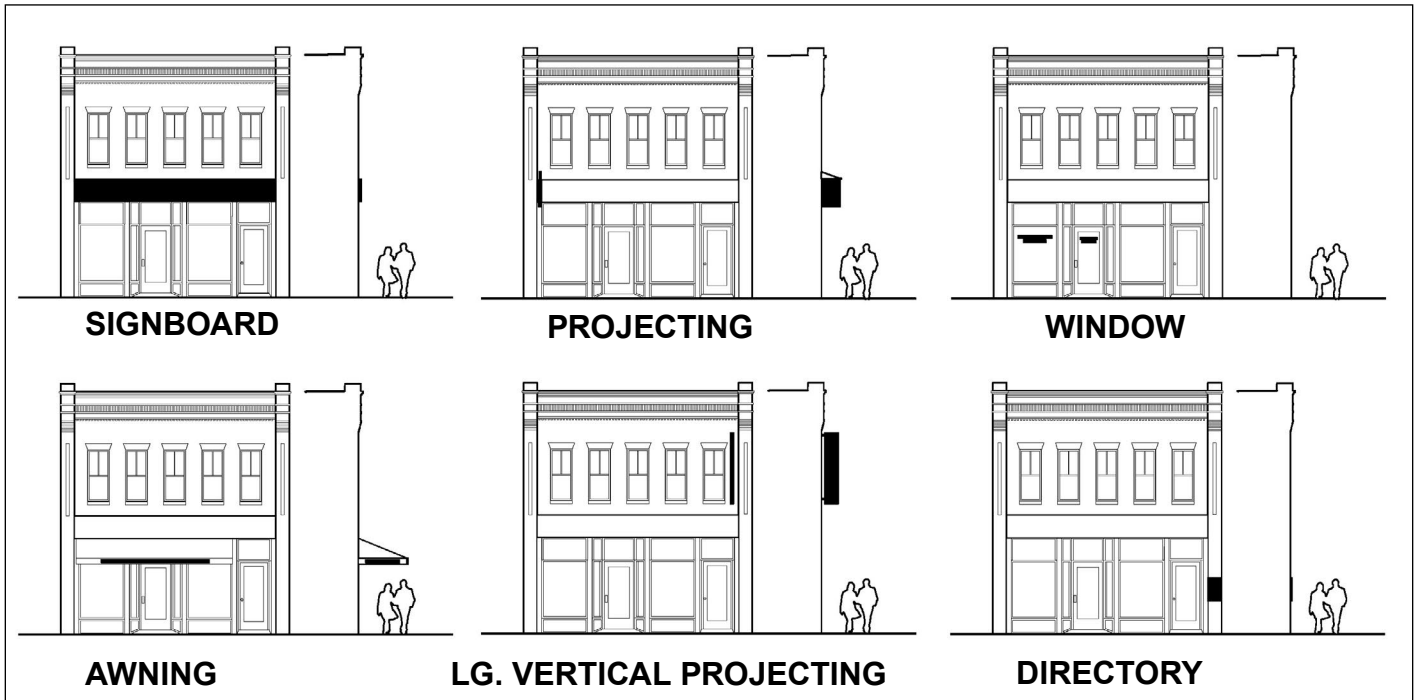
If attractively designed and well ordered, signs help us to find our way to the destinations we seek almost effortlessly. If signage, especially wayfinding signage, is inadequate or missing, it can lead to wrong turns, wasted time, and a bad impression of an area. If commercial signage is without standards, signs can become annoying and distracting. The purpose of these guidelines is to define each of these categories of signs and provide desirable and undesirable examples, and approved and prohibited materials. This document will not define regulatory signs because these are defined by Federal and State statutes, most particularly by the USDOT Manual of Uniform Traffic Control Devices.

### 9.2. Commercial Signs

#### 1. Purpose

Commercial and business signs should call attention to the individual business without detracting from the overall character of the district. Further, they should fit the age and architectural style of the building on which they appear. Here are some of the types and locations for commercial/business signs:

- Business name sign on the signboard between the first and second floors,
- Business name on the glass of the windows and/or doors of the storefront,
- Hanging/projecting signs more readily visible to the pedestrian,



*These drawings illustrate in elevation and section the possible placement of signs on commercial and industrial buildings. Shown elsewhere are examples of painted signs, banner signs, sandwich signs, marquee signs, and murals.*

- Signs on building piers on the first floor (might include a directory if there are several uses within the building),
- Larger vertical projecting signs above the first floor. Historic examples of these types of signs can be seen at the Family Shoe Store (photo at left) and the former furniture store building at the corner of John and Walnut Streets,
- Smaller freestanding signs are usually used for buildings (often residential) where the building is set back from the street,
- Large freestanding signs provide business identity along a road,
- Awning and canopy signs,
- Signs were often painted directly on the brick of industrial buildings, and occasionally on the side or rear walls of commercial buildings,
- Existing historic signs,
- Temporary window signs, or small free-standing signs advertising sales or other temporary uses,
- “Sandwich” or A-frame type signs with changing messages (menus, sales, etc.).

## 2. Sign Type, Placement and Size

- Place signs so they do not interfere with or obscure the architecture of the building on which they are mounted or adjacent buildings and signs.





*This is an appropriate building mounted sign from Asheville, NC. The incorporation of the lettering into the facing of the storefront unifies the image of the business.*



*The sign above is pin mounted and back-lit. The one at right is pin-mounted (New Bern, NC).*

- b. All signs for an individual business may not exceed limits as defined in the Unified Development Ordinance Section 6.4.14.3: "The total allowable area for all signs, excluding incidental signage, in this [Central Business] district shall be one and a half square feet of sign area per one linear feet of building frontage on the street. Party walls or property lines shall define individual buildings."
- c. **Existing Historic Signs** of any type: Existing signs should be preserved and/or restored whenever possible. Even if these signs do not conform to the existing guidelines and/or ordinances, they should remain if possible.
- d. **Building Mounted Flat signs:** Building signs for commercial/retail buildings are to be mounted flat to the building or painted on the building and limited to 32 square feet per business (i.e. two businesses on a longer storefront would each have a sign). Greater square footage and/or signs on more than one face of the buildings may be allowed depending on the buildings size. Signs can be mounted to the sign frieze, to a flat surface of the building above the first floor and below any second floor windows or cornice, or to a covered transom (although covering transoms is discouraged). Signs should be illuminated by overhead and shielded LED or incandescent lights mounted above the sign, with neon, or with pin-mounted backlit letters as shown at left.
- e. **Pin Mounted Signs.** Pin-mounted letters and/or logos are allowed in the sign board area in place of and in the general area of the sign frieze. Pin-mounting allows the letter to stand out from the surface on which they are mounted. Letters are often gilded on historic buildings as shown below (from New Bern) or could be backlit as shown at left. Neon signs are also pin-mounted and are historically appropriate for the commercial area.





*Below and Right: Three examples of projecting signs/blade signs. Note the spotlights mounted on top of the sign on the left and middle, and at the bottom on the right.*



*Below and Right: Two examples of hanging signs. The bottom of the sign must be at least 7' above the sidewalk.*



- f. **Projecting signs between the first and second floors (Blade Signs):** These signs can add great visual interest to the streetscape. Their size is limited to 4 square feet per side, or 8 square feet total for a two-sided sign. This does not include the bracket. They should project no more than

4.5 feet from the building, and the bottom of the sign may be no lower than 10' above the sidewalk. Only one such sign is permitted per business.

- g. **Hanging Signs.** Hanging signs are different from projecting signs in that they are mounted under an awning or canopy where a projecting sign mounted higher would be obscured by the awning or canopy. These must be mounted high enough to ensure headroom beneath the sign. A minimum clearance of 7' is suggested, but this will be evaluated individually. Examples of hanging signs are shown below and at left.







*The former Heilig-Myers Building (left) has a projecting upper story neon sign, as does the shoe store (right). These signs should be preserved if possible.*



*This building in Texas (above) has pin letter signs and the logo on the fall of the awning. This California awning sign (below) works well in a pedestrian area.*



- h. **Projecting Vertical Signs on upper stories:** Because of the prominence of such signs, which traditionally used neon as an integral design element, their usage will be limited. Larger buildings are more appropriate for this treatment. Upper story projecting signs will be evaluated on a case by case basis, and there is no implicit right to an upper story sign of this type without review and approval.
- i. **Awning or Canopy Signs:** lettering on awnings should be printed on the fall of a canvas awning or canopy. Other locations for logos or lettering may be permitted by exception after review. Lettering height is limited to 4"; logos may be larger.
- j. **Permanent Window Signs and Lettering:** Lettering on the outside of store windows or doors of commercial buildings should be either at or slightly above eye level, or near the bottom of display windows (this may be more effective for stores with permanent awnings or canopies). Lettering can also be applied to the doors of shops, and to upper floor windows. Store window lettering should be an appropriate scale for the building and percentage of glass. All must be reviewed and approved. An example is shown below. Signs of any type mounted to the inside of the window may have lit messages to indicate the store is open, but may not include flashing, rolling, or moving elements or product advertisements.



*An example of a window sign. Because this jewelry store invites proximity to the window, the small size of this sign works well.*





*This building in Brevard has a beautifully rendered period mural on the side of one of the repurposed Lumberyard buildings, now an arts center.*



*Artistic murals can be a great addition to downtown.*

- k. **Changeable Message Signs.** Message signs that indicate hours or provide temporary messages (e.g. changing hours or “Be Right Back” or “call [phone number] for more information”). These must fit within the allowable square feet for signs. Materials could include chalk board or chalk paint. A sandwich board might be an alternative to this type of sign. Digital, flashing, rolling or product logo signs are not permitted.

- l. **Temporary Window Signs.** Temporary window signs include signs alerting the public to sales, clearances or special events, and are placed on the inside or outside of store windows or doors. These may remain in place for no more than two weeks, and may take up no more than 10% of the glass area of display windows only. Hand lettering for sales or special events is not allowed. Temporary window signs are not encouraged. Digital, flashing, rolling or product logo signs are not allowed. In lieu of such signs, sandwich boards are encouraged.

- m. **“Sandwich Board” Signs:** A-frame or sandwich board signs are allowed in front of stores, but materials and con-



*Examples of acceptable sandwich board signs. Plastic signs or signs with track letters are not appropriate. See next page.*







Plastic Sandwich board signs and signs with track letters are NOT acceptable.



A good example of a monument sign (middle) and a directory monument sign for multiple businesses.

struction for the sign itself must be approved in advance. Once approved, the message on the sign can change as needed. See photos on previous page and at left. Each face of the sign must be no more than 10 square feet, and the sign may be no more than 4 feet high. **This amount is not counted as part of the total square feet of signage allowed.**

- n. **Murals and Mural Signs:** Murals can be an attractive and artistic addition to the downtown if well planned and executed. Murals should be placed on blank (or mostly blank) side or back walls of commercial or industrial buildings, not on primary facades. Size will depend on placement. If artistic murals are to be created by private entities, the design must be approved in advance by the HDC. Murals that advertise the business of the building are considered to be signs. They must meet the overall limits on sign square footage and applicable codes. If the mural sign includes more than simply advertising copy, the HDC may allow additional total square feet of signage on the primary facade of the building.
- o. **Marquees:** At one time there were several buildings in Goldsboro such as the original Paramount that had elaborate marquees. Although many of these are no longer in existence, those that still exist (such as the Variety on Center Street) should be saved if possible. In the future if a theater or cinema-related-use is added to the downtown, a marquee might be appropriate with review and approval.



Building-Mounted Directory Sign example.

- p. **Directory Signs:** The rules for directory signs are 8 square feet for most commercial buildings. Larger buildings (particularly large industrial buildings) may be allowed up to 16 square feet by review and approval of the RDDC.
- q. **Monument or Freestanding Signs:** Small freestanding signs of 16 square feet or less and standing no more than 8 feet high are allowed for buildings set back from the right of



Neon is an historic material and is allowed in the commercial portion of the Historic District. Flashing or rolling signs are not allowed.



Store sign with cor-ten steel, backlit letters, and neon. This would be acceptable. (Denver, CO.)



This stainless steel sign with cut-out letters is unusual and attractive. It would be allowed. (Asheville, NC)

way. Additional square feet are allowed for sign supports. Examples might be for residential conversion to a Bed & Breakfast, permitted home-based professional services, and so on. Freestanding signs greater than 12 square feet (not including supports) are only allowed where buildings are set back from the right of way, and in general are not encouraged within the Historic District. In such cases, monument signs and pylon signs are preferred over signs on poles. Flashing, rotating, or internally illuminated signs (except illuminated letters only) are not allowed. All freestanding signs must be reviewed and approved by the HDC.

- r. **Banner Signs and Flags on Buildings:** In some cases banner signs may be an appropriate addition to or replacements for building signs. They may also be used for special events or to identify the building or separate tenants within a larger building. When using banner signs, such signs must be affixed at both top and bottom, and should be designed to deal with reasonable wind conditions, or be removed in such conditions. It should also be kept in mind that fabric banners will require more frequent replacement than traditional signs or other types of banners, such as vinyl. If the use of banner signs and/or special event signs is anticipated in advance (such as a semi-permanent business banner or an annual event), their use can be approved initially by the HDC and can be subsequently changed without the need for further approval. American flags may also be mounted on building facades for special occasions or permanently if they meet the requirements for displaying the flag. Decorative flags are also allowed but must be reviewed and approved. Any logos or writing of flags will be considered part of the allowable square footage of signs.
- s. "Feather" banners/signs are not allowed. These are defined as free-standing signs on flexible poles with curved tops, intended to flutter constantly.

### 3. Design and Allowed Materials

- Signs should be produced by a skilled **sign professional** to ensure legibility and attractive design.
- **Traditional materials** are appropriate for signs in the Historic District, including wood, glass, metal, gold leaf, raised dimensional letters, and painted designs. Window signs should be decal-type lettering or etching, or may be neon on the inside of shop windows.
- **New materials** such as MDF (with edge banding) and architectural foam may also be appropriate, but hardwood or metal is preferred over these.
- **Colors** for signs should generally be limited to three and should harmonize with or complement the colors of the building.
- **Illumination** for signs should be from shielded incandescent, or LED lights. Halo-lit pin letters are allowed.





*These historic facades in Saunton, VA can be seen as a whole without the interruption of awnings.*



*This is the traditional style closed-end fabric awning used with commercial buildings.*



*These open-ended awnings are more contemporary but would still be appropriate with historic commercial buildings.*

Ground-mounted spotlights are allowed for illuminating monument or freestanding signs. All lights must avoid producing glare.

- **Neon Signs** are allowed with approval but care should be taken that the neon does not overwhelm the sign or the building. Neon signs inside windows are allowed (see sections j, k and l above for more information).
- **Fabric awnings and sign banners** are allowed, as are canvas and other fabrics that have been treated for waterproofing and fireproofing. All materials must meet fire code.
- **Banners** for light poles are allowed, and must meet the same requirements for waterproofing and fireproofing as awnings.
- **Vinyl signs** are allowed only by exception.
- **Wood signs** may be constructed with attached raised lettering, painted or silk-screened lettering, or incised lettering through a process of sandblasting or routing the surface of the sign.
- Metal signs and plaques should be constructed of brushed bronze, antique bronze, aluminum, stainless steel, cor-ten steel or painted cast iron.
- Creativity is encouraged in signs, and other materials will be considered on a case by case basis with review and approval.

#### 4. Not Recommended/Allowed

- **Plastic sign components** (e.g. backlit sign panels, plastic letters, or prefabricated sandwich boards) are not allowed.
- **Backlit awnings** are not allowed.
- **White dry-erase, all plastic, and track letter signs** are not allowed.
- **Plywood** is not recommended as a material for signs.
- **Backlit plastic panel signs** are not allowed.
- **Digital signs** are not allowed in the Historic District.
- No sign or parts of signs may flash or move with the exception of restored historic signs that had these characteristics or new marquees with review and approval.
- "Feather" banners/signs are not allowed.
- Highly reflective metallic signs or sign parts are not recommended.

### 9.3. Existing Signs

Existing signs are grandfathered, but any changes to existing signs and any replacement signs must meet the guidelines.



## 9.4. Awnings & Canopies

### 1. Purpose

Awnings and canopies are often seen on historic residential, commercial, and industrial buildings. They not only provide shade and cover from the weather, but they can also add character and color to an urban area.

While acknowledging that awnings and canopies can be an important part of a buildings, it is also worth considering that it should not be assumed they are essential. In some cases in our downtown, especially where sidewalks are narrower, large canopies and awnings hinder appreciation of the rich architecture on the street. By contrast, the photograph at top left shows the main street of Staunton, Virginia, where few canopies or awnings are used. This makes the architecture itself the center of attention, highlighting the interesting upper floor and cornice details of these buildings.

Awnings are also discussed in Section 4.4.

### 2. Space Requirements

Awnings will extend no more than 6' into the street from the facade, unless by exception with review.

Canopies will vary in width depending on use. Canopies may extend further than awnings, but in most cases would be required to be supported/suspended from the building to keep the sidewalk clear of impediments.

In some cases canopies for larger building may extend further into the sidewalk and even to the curb. If this is desired, such canopies must not interfere with street lights or the normal or anticipated spread of nearby street trees. An example of a larger canopy over the street can be seen at the Waynesborough House, which is supported by metal brackets on the facade. Another example is shown in the photo from Denver at bottom left, which spans the sidewalk and is supported with metal columns near the curb. On the next page is an example of an historic metal canopy on a building in Danville, VA, and a simpler metal canopy on a building in Baltimore.



*If canopies are used, the materials should match the building as in this historic hotel in Austin, TX. Note the pressed tin ceiling (left) and use of the upper level for dining. This is more a balcony than a canopy, see Section \*\*\*.*



*This modern canopy on an historic building in Denver is appropriate for a large building entry.*





*Above: The new flat metal canopies over the entry to the Fresh Fields grocery in Baltimore announce the entry and provide space for outdoor display. This type of simple canopy might be appropriate for new buildings or existing masonry buildings with less articulated facades. The canopy below is much more ornate and clearly original to this building in Danville, VA.*



### 3.Design and Allowed Materials

#### **Awnings and Canopies for Historic Commercial Buildings:**

- Fabric awnings are appropriate. These may be vinyl coated or otherwise treated to extend the life of the fabric as long as they meet district fire codes. Keep in mind that darker colors tend to fade more quickly than medium and light tones .
- Metal canopies may be appropriate, however, see comment above about obstruction of views to the upper portion of the facade. If existing canopies are to remain, the materials and craftsmanship of the visible ("ceiling") portions of the canopy should be evaluated, and if need be, improved.
- All awnings and canopies within the fire district must meet fire code.

#### **New Buildings in the Historic District:**

A variety of awnings and canopies may be appropriate for new buildings in the Historic District, including:

- Fabric and metal awnings and canopies as defined above.
- Modern shade structures affixed to the side of buildings.
- Clear canopies supported by metal structures (see photos at left).
- Other options as reviewed and approved.

### 4. Allowed Materials

- Canvas or "Sunbrella" fabric awnings. Sunbrella is preferred over canvas because of longer life, resistance to mold, and resistance to fading.
- Metal canopies are allowed with review and approval.
- New hybrid materials are being introduced to the market. These will be considered on a case by case basis and must first meet all district fire codes in order to be considered.

### 5. Materials Not Recommended

- Backlit awnings
- Any plastic supporting or canopy materials, except for new buildings with clear or white translucent acrylic "skylights" with review and approval.

## 9.5. Existing Canopies and Awnings

Existing canopies and awnings are grandfathered, but any changes to existing canopies and awnings, and any replacement canopies and awnings must meet the guidelines.

## 9.6. Routine Maintenance

(COA not required)

- Repainting or repair of previously approved signs, canopies, awnings or illumination.
- Replacement of awnings and awning signs with like colors and messages (if any), once approved.
- Changing of sandwich board messages once the board itself is approved.
- Repair or replacement of damaged banners, or re-use of banners previously approved.

## 9.7. Certificate of Appropriateness Required

- All signs of any type must be approved in advance of installation. A measured and rendered drawing is required, including materials and colors to be used, method of attachment, method of illumination, and location on the building.
- Canopy and awning materials and colors must be approved in advance of installation. Drawings and fabric samples showing proposed colors must be submitted for awnings.
- Measured drawings prepared and stamped by an architect and/or engineer must be submitted for all canopies.
- A COA must be issued before any historic sign, marquee or canopy can be removed.
- Failure to obtain appropriate permission will be considered a zoning violation.

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## 10: Balcony, Deck, Roof Deck & Pergola Guidelines



*This “Juliet” balcony on a building in Staunton, VA would fit on some masonry buildings in the downtown. The brackets are attractive and take up no room on the (in this case) narrow sidewalks.*

### 10.1. Purpose

As the commercial area becomes more successful, there will be a desire to use outdoor space as an extension of the buildings and an amenity for tenants, owners, and the public.

This is a complex subject that involves historic district guidelines, use of the public right of way (in some cases), public safety, and economic development, all within a compact urban environment. The City desires to support economic development in the downtown while maintaining standards for health and safety, and maintaining a high standard of quality and aesthetics for this important historic asset.

While it may not be possible to anticipate every possible permutation of these elements, this section is intended to establish some guidelines for design and a process for approvals. Creativity is encouraged within the context of the historic architecture and public safety.

Generally, changes to the sides and back of historic buildings are more flexible (such as adding a deck on the back of an historic building converted to upper floor apartments). If the building owner wishes to take advantage of historic tax credits, it should be kept in mind that if changes are made to the front facades of historic buildings that are not in keeping with the building's history, past or future tax credits and historic designations might be at risk. This will also be a consideration for the HDC when reviewing any proposed alterations.

On the other hand, as stated in the section on historic commercial facades, the treatment of commercial facades has changed with trends in retail sales and architectural styles over the many decades most of these buildings have been standing, and few commercial buildings now have the same storefronts that they had when built. This also is a consideration when reviewing proposed changes that may aid the business in achieving success.

These guidelines apply only to the commercial district within the larger historic district, and to any commercial buildings that may exist outside the downtown commercial core. Other sections of these guidelines deal with historic and new architecture and site guidelines in the historic district, and all city-wide zoning and building codes apply in addition to these guidelines.

***Existing balconies, roof decks, decks and other elements covered in this section are grandfathered until changes, upgrades, or repairs are considered, at which time these elements must meet the guidelines.***



## 10.2. Balconies

### 1. Purpose

With the revitalization of the downtown, the upper stories of many commercial buildings are being renovated for apartments and private residences. Although many people live in apartments because they don't have time or inclination to take care of a yard, there is still often a desire for a small green space, a seating area, or an outdoor view. Any of the elements in this chapter can provide these amenities, but balconies are more suitable for the front facade of buildings, as they are generally more ornate than decks so more in keeping with the commercial architecture of the downtown.



*Top and above: Examples of Juliet balconies.*

### 2. Balcony Types, Placement & Size

- a. Balconies include decorative or "Juliet" types, defined as shallow balconies or railings outside a window or doors. Examples are shown at left. Such structures should match the style of the building and each balcony would generally cover one set of windows or doors. More than one may be suitable if the size of the openings is uniform, or one may be suitable for a feature window or set of doors.
- b. Deeper balconies will require significant bracket support or column support that will extend into the sidewalk. Deeper balconies often extend under a set of windows and/or doors for the full width of the building, or under a similar set of windows within a larger facade. Examples of second floor balconies can be seen at bottom left and on the next page. Such balconies will generally be wide enough to accommodate outdoor dining and living areas.



*Above: This balcony on the Waynesborough House in the downtown was until recently used primarily as a canopy. Since the second floor has become a catering facility it is now being used once again as a balcony.*

- c. Balconies are not decks, although sometimes their definitions overlap. For purposes of this document, balconies are defined as projections narrower than decks, usually constructed of metal and/or masonry, usually on primary facades of buildings, and meant to complement the architecture of the building. Balconies seldom have overhead coverings, unless it is from a balcony above. See section 10.3 for the definition of a deck.
- d. Balconies are not porches, although again, sometimes their definitions overlap. Porches in residential architecture are usually covered extensions of the house extending from the main portion of the building. Sometimes such structures on the upper floors are referred





to as overhanging porches. Examples of multi-level porches would include the formal side porches seen in Charleston. An historic example of a covered porch/balcony structure on a commercial building in Oxford, Mississippi can be seen at left.

- e. Sometimes a covered entry feature is expanded to include a balcony or covered porch, either decorative or functional. Examples of this can be seen on the next page.

### 3. Design and Allowed Materials

It may be possible to add balconies to historic commercial buildings in downtown Goldsboro, but there are few local precedents to follow. Because of this, it is recommended that anyone wishing to add such a structure work with an architect well-versed in historic commercial architecture to design it. Any submission for consideration by the HDC will require structural and architectural drawings along with pictures of projects that may be considered precedents. All submissions must meet fire district codes.

It will be easier to incorporate such features into new/infill commercial and mixed-use buildings, and the incorporation of such elements is encouraged.

- All designs must be prepared by a NC licensed architect and/or engineer and reviewed by the HDC before a building permit can be issued;
- Designs must meet all the relevant requirements of State and City building, zoning, and fire codes.
- Materials selection should be guided by historic precedent and architectural compatibility, and may include:
  - Masonry;
  - Architectural concrete;
  - Wood or high-quality synthetic equivalents;
  - Appropriate/complementary roofing materials if the structure is covered.



*Depending on definition, these are either balconies or covered porches.*



*This new mixed-use commercial/residential building in Morganton, NC has covered porches/balconies incorporated into the architecture. It will be easier to include such details on new buildings than to retrofit them on historic buildings.*





*Above left: Covered entries with balconies/porches above (Montreal); Above middle and right: Upper story balconies in Charleston. Supports are from the building. Many of these balconies are too ornate for the more basic architecture of many (but not all) of Goldsboro's historic commercial buildings.*

#### 4. Not Recommended/Allowed

- Design and materials, construction methods and elements that would be more suitable for a deck;
- Architectural styles and materials not in keeping with or complementary to the architecture of the building;
- Structural supports that impede pedestrian movement along the sidewalk;



*Balconies can provide views and/or space for a small garden. Note the plexiglass panels at left to enhance views.*





*Two recently constructed decks (above) near the corner of Walnut and John Streets.*



*Decks could be more ornate to fit the style and period of the historic buildings.*

## 10.3. Decks

### 1. Purpose

Decks are generally wood (or synthetic wood) structures intended to provide outdoor living space. In commercial areas, decks should be placed at the side or back of buildings not visible from the street.

### 2. Placement & Size

- Decks must be placed on side or rear elevations of buildings within the property line, and not plainly visible from the adjacent sidewalks. They are never allowed on the main facade or immediately adjacent to the sidewalk;
- Limits on size are determined by property lines and any required setbacks;
- Supports for decks must not interfere with access by delivery trucks, fire equipment, vehicles if on an alley, or emergency access/equipment;
- Consult with City and Utilities to ensure decks are sufficiently clear of overhead lines.
- Decks may be built over mechanical equipment, storage areas, or lower story entries and windows;
- Decks may not be built over loading docks.

### 3. Design and Allowed materials

- The design for a deck must be prepared and sealed by a licensed architect and/or engineer and approved by the HDC before a building permit will be issued.
- The design must meet all the requirements of State and City building, zoning and fire codes.
- Materials allowed for supports and decking include wood, synthetic wood, and other materials with review and approval.
- Materials for railings may include wood, synthetic wood, or metal. Plexiglass panels to enhance views may be allowed with review and approval. Railing heights must conform to all local and state requirements.



*This roof deck on Mulberry Street is the only roof deck in downtown Goldsboro at present.*



*Building blocks for a roof deck include a floating roof deck system such as this that allows minimal contact with the roof and leveling for uneven roof surfaces.*

## 10.4. Roof Decks

### 1. Purpose

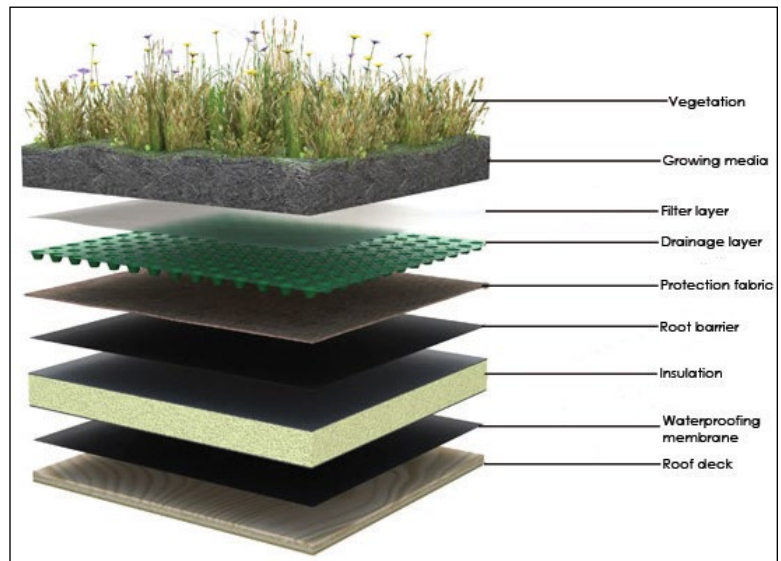
Roof decks are an untapped resource for private outdoor space in the downtown. The “real estate” already exists for these spaces, and as upper-story rentals and owner-occupied buildings increase, these will probably increase in number.

Roof decks offer more opportunities for configurations and uses. Provided the roof is sufficiently strong to support it, such uses as outdoor seating and dining areas, food preparation areas, hot tubs, water features, and planting areas (green roofs) are all possible.

Because there are few examples of such uses in Goldsboro, close cooperation between City departments, the HDC and property owners will be required to ensure attractive, functional, and appropriate design and implementation of roof deck uses.

### 2. Placement and Size

- Roof decks may be placed on any roof structure above the first floor that is configured appropriately and strong enough to support it.
- Where a roof deck adjoins a side of the building visible



*Planting areas are possible on rooftops through the use of a variety of systems that prevent water from penetrating the roof, create a root barrier, and provide a lightweight growing medium for grass or planting beds. Such systems can also greatly reduce runoff. Of course, many people elect to simply use plants and small trees in containers instead. Similar waterproofing would be used for a small water feature.*



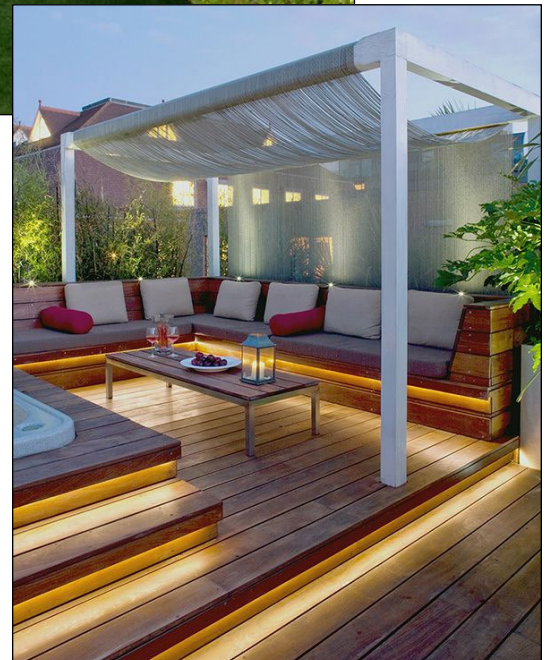
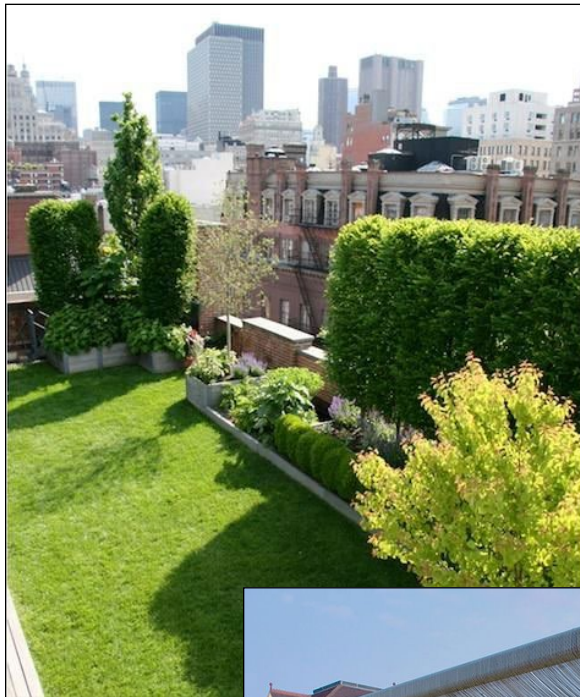


from the street, care should be taken in the design of the fences to ensure compatibility with the architecture of the facade.

- In many cases, a roof deck will be hidden part by the parapet on an historic building. If none exists at present, it may either be restored from historic photos if it existed in the past, or the visible portions of the roof deck should be designed to complement the facade(s) of the building, and must be 1' behind the roof edge. The roof deck may be as large as the structure can support and the roof allows.

### 3. Design and Materials Allowed

Photographs showing various examples of roof decks are shown on this page and the next.







*The combination shown above of lattice fencing and a pergola would be appropriate for a roof deck where screening views from adjacent buildings was desired.*



*It is not hard to imagine a private alley or courtyard transformed with plants and a pergola into a green refuge.*

- All materials and designs must meet building and fire codes.
- All designs must be prepared and stamped by appropriate professionals (architects, engineers, landscape architects).
- Materials for roof deck surfaces may be wood, synthetic wood, stone, or lightweight concrete pavers designed for such use.
- Materials and fittings must be appropriate for outdoor use. In particular, any furniture must be sufficiently heavy or fixed in place to ensure that it will not be moved or become airborne during bad weather.
- Structures, shelters, and barriers may be wood, synthetic wood, metal or other materials with review and approval.
- Fences/barriers must meet the height and maximum opening requirements of any applicable City and State guidelines and ordinances. Fences may include vertical or horizontal steel cable railings or clear plexiglass or acrylic panels to allow views out from the roof deck (see example of plexiglass panels on the bottom left of page 80). Materials must be of sufficient weight and strength to act as an effective and safe barrier.
- A wide range of materials may be appropriate for fittings for roof decks. Wood, metals, synthetic wood, plant material, built-in or sufficiently heavy moveable furniture and other amenities, water features, outdoor lighting, irrigation, and other materials and accessories as reviewed and approved.
- Design of the decking materials and supports is critical to the success of the roof deck and the integrity of the roof. A professional with experience in this type of work is highly recommended.
- Outdoor lighting on roof decks should not cause glare for any surrounding buildings or properties.

## 10.5. Pergolas

### 1. Purpose

Garden structures attached to buildings are more often used in California and the Southwest than in the South, but if designed appropriately they may be an interesting and unique addition to buildings here to add interest and mitigate the hot sun in the summer. It may be that they will prove more appropriate for side yards, rear yards, and courtyards in the commercial downtown, or more suitable for new buildings rather than historic buildings, but designed properly they will also be considered for the front facades of historic commercial buildings. They would serve the same purpose as canopies and awnings, or may extend into the sidewalk as far as sidewalk enclosures in some cases with review and approval. Because there are few precedents, each proposal will be considered carefully, especially at first.



## 2. Placement and Size

Pergolas either as attachments to a building or, if space permits, as free-standing structures, will be permitted on any available side of the privately-owned portion of commercial buildings, much as they would be on a private residence. They could also be incorporated into second-floor decks or into roof decks.



*The courtyard with a pergola shown above is next the sidewalk and near restaurants and a hotel. The metal pergola above a deck shown below would work well for a restaurant or living space above a store.*



*A building-supported pergola (right) could take the place of an awning or canopy. A more rustic pergola such as the one below might be suitable for courtyard dining where screening views of the backs of nearby buildings would be desirable.*







*A pergola/fence such as this might be appropriate for an alley, side- or rear-yard living or dining area.*

Pergolas that are incorporated into the front or visible sides of commercial buildings, on the public right of way, are not prohibited, but will require careful review before approval by exception. The pergola's most likely to be acceptable are those self-supported from the facade of the building, serving as an alternative to a canopy or awning. They may or may not have plants growing on them as part of the design.

### 3. Design and Materials Allowed

At least initially, all plans for pergolas will need to be reviewed and approved. Drawings should be prepared by an appropriate professional, especially if the structure will be attached to an existing building, and should include images or sample of materials to be used.

- Wood, preferably pressure treated, tropical or hardwoods for ease of maintenance and longevity
- Synthetic wood with review and approval
- Metal
- Stone (columns, paving etc.)
- Fiberglass column post covers
- Plant materials
- Containers for plant materials of terra-cotta, architectural concrete, commercial grade resin, or wood (see above bullet item for approved types of wood)
- Brick or concrete for paving materials.

### 10.6. Routine Maintenance

(COA not required)

- Repainting, repair or replacement with like materials of previously approved balcony, deck, roof deck or pergola elements.

### 10.7. Certificate of Appropriateness Required

- Because there are few existing examples of commercial buildings with the elements presented in this section, all balconies, decks, roof decks and pergolas must be reviewed and approved by the HDC before obtaining building permits to ensure compatibility with the historic context.

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