

Design Guidelines

For Downtown Florence, South Carolina



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Design Guidelines for Downtown Florence, South Carolina

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Although the historic downtown retail district is in need of renovation, careful inspection reveals a wealth of distinguished architecture and local history worthy of preservation.



The goal for new buildings in the Central District will be for them to blend with historic buildings to form a unified downtown image. This is an example of a new building that fits well because of its scale and architectural detail.

The Importance of Design Guidelines

The goal of these guidelines is to build a frame-work within which builders, developers, homeowners, and City government can each play a part in revitalizing downtown Florence, secure in the knowledge that their individual contributions will reinforce the whole. They distill regional and local character and materials and utilize them to ensure that existing historic buildings can best express the character of this unique place, and so that new development is neither a historic re-creation of another time and place, nor an open-air mall.

In addition, the guidelines expand upon and explain the design intent of the previously completed Master Plan to ensure that new development and restoration of existing buildings will create a new, dynamic, harmonious, and unique downtown of which all citizens can be proud.

In the past, the design and construction of buildings was guided not only by proposed use, but also by the availability of materials and the local environment and culture. From this emerged recognizable local and regional styles. Today, similar building products are available across the country and the world, building materials are infinitely malleable, and styles are at the whim of the builder or architect. When there are no guidelines, we often see southwestern-style stucco buildings next to Tudor imitations, next to glass office buildings and fast-food restaurants. While each of these enterprises may succeed individually, the aggregate of these buildings has no sense of place. Increasingly, such “non-places” may be

found in Minnesota or Florida or New York or Delaware, and no one can tell the difference between them.

Running counter to this disturbing homogenization of American architecture and loss of sense of place is a rising appreciation for heritage, regionalism, and authenticity. It is the reason that historic commercial areas are being renovated and once again serving as the economic engines of their communities. The most successful downtowns include not just shops and restaurants, but also offices, parks and plazas, nearby homes and apartments, and civic and institutional functions.

The urban design principles that make such places work are as old as cities themselves, and fortunately our society is rediscovering them. These design guidelines and the subsequent creation of overlay zoning districts and design review requirements should result in improved business opportunities and an enhanced quality of life for residents.

Document Organization

The Design Guidelines are organized into eight sections.

- The first section introduces the basic goals and principles incorporated in this document. These principles include architecture, urban design, and pedestrian priority.
- The second section presents the Redevelopment District (D-1) Design Guidelines and Requirements which establish procedures in land use and other administrative processes.
- The third section presents Historic District (H-1) Design Guidelines, including guidelines and standards for restoration and preservation of the historic commercial buildings within the Florence Downtown Central District.



Buildings such as the new library and the National Register Poynor School help define the parameters for architecture and site design in the Arts & Cultural District.

- The fourth section provides site and architectural design guidelines for non-historic and new buildings in the Downtown Central District (D-2).
- The fifth section outlines site and architectural design guidelines for the Arts and Cultural District (D-3).
- The sixth section outlines guidelines for the Timrod Park Residential District (D-4).
- The seventh section establishes the Food, Artisan, and Warehouse Overlay District (W-1).
- The eighth section establishes the Irby Street Corridor Overlay District (ISCOD).
- The ninth section presents guidelines and recommendations for public streetscape improvements. Streetscape types included are Pedestrian-priority Streetscapes, Civic Streetscapes, and Image-Vehicular Streetscapes.

District and elsewhere as required. The guidelines for the various districts will also apply to any new construction by religious or government organizations. Historic buildings outside the Historic District are not included in the recommendation for a downtown historic district, but applications for individual listings of these buildings are encouraged.

Some of the buildings in the Downtown Central District, and a significant number in the Arts and Cultural District, are not historic, so the intent of sections four and five of these guidelines is to encourage a coherent architectural style and site design standards that complement the historic character of the downtown without being imitative.

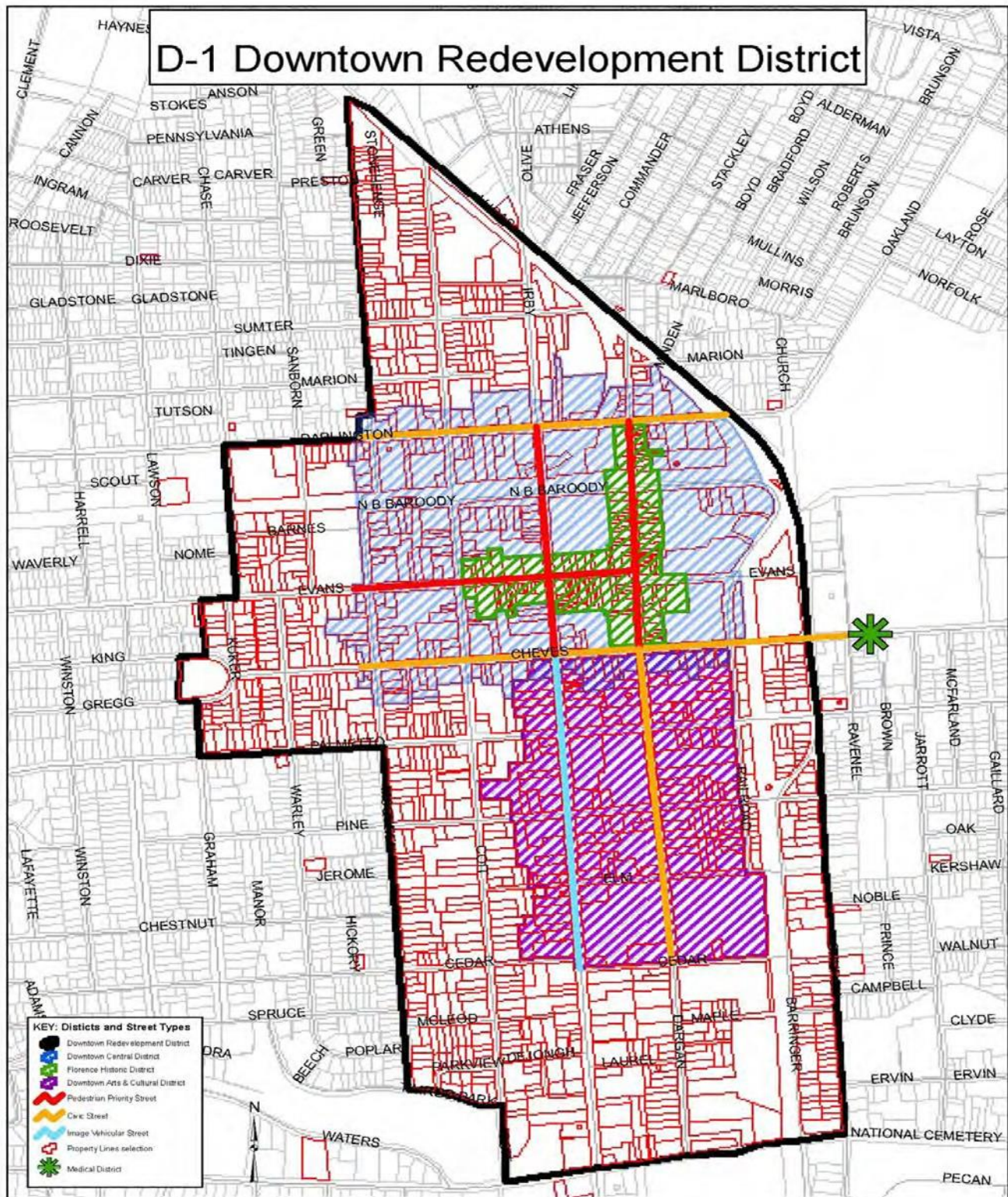
At the time of redevelopment, it is the intent of these guidelines to cause the use of materials and an architectural style that maintains the existing character and provides for a renewed interest in the downtown area. It is not the intent of these guidelines to legislatively force renovation in any of the overlay districts prior to redevelopment by an owner. However, adoption of the guidelines will cause improvements to existing buildings and encourage any new buildings to be constructed in a manner that conforms to these guidelines. Lastly, it is not the intent of these guidelines to prevent the reasonable repair or stabilization of an existing structure, as long as the proposed work is consistent with the goals stated herein and is approved by the Design Review Board.

Administration and review of the standards is completed through an elected or appointed committee comprised of a combination of design professionals, planning staff, and representative(s) of the City Council (only if they are to take over administration of these districts). Appendix A specifies the United States Secretary of the Interior's Ten Standards for Rehabilitation of historic buildings.

Design Districts Defined

There are clearly different standards needed for different types of buildings and different areas of the downtown. The use areas in downtown Florence are encompassed by a distinct geographic area known as the Redevelopment Overlay District (D-1). The Redevelopment Overlay District includes three distinct zones, each with its own unique style and needs:

- The Florence Historic Overlay District (H-1) is the traditional and historic heart of the downtown, and is comprised primarily of buildings on Dargan Street from Darlington Street to the intersection with Cheves Street, and on Evans Street from Dargan Street to Coit Street.
- The Downtown Central District (D-2) area is the larger downtown pedestrian priority area which includes a mix of uses and buildings built to the property line on the front and sides. This larger "downtown" has some vacant land and buildings that represent an opportunity for expanding and reinforcing the core area. The district boundaries are Cheves Street on the south, McQueen Street on the west, both sides of Darlington Street on the north, and Lucas and Barringer Streets on the east.
- The Arts and Cultural District (D-3) includes primarily Dargan and Irby Streets from Cheves Street south to the new library. The boundaries are Cheves Street on the north, Railroad and Barringer Streets to the east, Cedar Street on the south, and both sides of Irby Street on the west.
- Adjacent to the Redevelopment Overlay District is the Timrod Park Residential District (D-4). The intent of this district is to maintain the general quality and appearance of the historic residential area and to encourage redevelopment while preserving and promoting the cultural, economic, and general welfare of the public. Its borders are McQueen Street on the east, Cherokee Road on the south, Park Avenue on the west, and Palmetto Street on the north.
- Along NB Baroody Street from Lucas Street on the east to Chase Street on the west, is the Food, Artisan, and Warehouse District (W-1). The purpose of this overlay district is to promote food and artisan oriented businesses within the larger Redevelopment Overlay District.



This map shows the proposed design districts and streetscape types covered in these design guidelines. The outer boundary defines the D-1 Redevelopment District. The green area is the H-1 Historic District, blue is the D-2 Downtown Central District, and purple is the D-3 Arts and Cultural District.

1: Design Principles for Successful Downtowns

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

- 1. Establish and maintain a unified, improved identity for downtown Florence.** The Master Plan suggests projects and goals for stabilizing and improving the image and economic prospects for downtown Florence. The Design Guidelines will begin to establish a suggested architectural and image identity to support these goals. Future public and private projects should strive to build on and strengthen that identity. Downtown Florence has had some difficulties in the past decades, and the emphasis must return to the strengths of its history, architecture, location, and residents. This improved image will be established through early priority projects defined in the plan and in opportunities yet to come, and by focused events and publicity on positive actions and developments.



There are very few residential buildings of this quality remaining in the downtown districts. They are part of the history of Florence and should be protected through local, state or federal historic designations.

- 2. Respect and build on the historic character of downtown Florence.** There are many historic and contributing buildings outside the recommended historic district. A mechanism should be created to evaluate these buildings in order to decide which should be protected and to plan for adaptive reuse and/or restoration. If the buildings have historic or architectural significance, individual listing of the buildings at the state or federal level should be considered, especially because of the potential tax benefits of doing so. If state or federal listing is not possible, a local registry could be created. If buildings are not deemed of significance, there should be no restrictions on their removal as long as new construction follows the design guidelines.
- 3. Strive to establish traditional “Town Center” elements of design throughout downtown Florence.** Evans Street and Dargan Street within the two districts should be the civic, cultural, and activity center of the entire community. In the Central District, 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. In the Arts and Cultural District, attractive and significant architecture in a refined landscaped setting should be combined with carefully maintained parks and gathering spaces and shaded walks and streetscapes. This can only be accomplished through coordinated public and private efforts. The character of a community is also expressed through such thoughtful elements as pedestrian connection of buildings to 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.
- 4. Encourage mixed uses downtown in appropriate architecture.** Research shows that the success of a downtown is dependent on a synergistic 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 enforce commercial uses by extending the cycle of activity. This mix of uses was part of the original Central District, but in past decades the range of commercial offerings, restaurants, and residential uses has

declined. The City should do all it can to ensure a lively mix of uses in the future, and public improvements should be aimed at making the area more attractive and inviting both day and night.



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.

- 5. Avoid suburban or rural land use patterns in the downtown.** “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 high quality retail businesses and restaurants from locating in downtown Florence.



Suburban style development such as this motel and restaurant on South Irby Street with parking in front and little screening discourages pedestrian traffic and does nothing to enhance the image of the downtown.

- 6. Unify downtown Florence with common design elements while allowing individual or area identity.** Public streetscape and green spaces should employ common design elements such as paving materials, lighting, street furniture, and building materials in order to create a unified character for downtown Florence. 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. For instance, the three districts would probably have a single downtown identity, but nearby neighborhoods might have their own graphic identity within a graphic family that would apply to the entire community. This helps build “pride in place” while providing a sense of community for the whole City. In the same way, buildings of a certain type (office, commercial, residential) should be similar, but not repetitive.
- 7. Enhance gateways and view corridors.** The public and private design of areas that serve as gateways into the downtown or that terminate views down important streets should be given special consideration. Gateway points into the downtown are identified in the previous Master Plan. These areas provide the opportunity to welcome visitors and residents into the downtown, and to establish or reinforce the unique identity of the area. In addition, gateways and sites at the termination of important streets or view corridors require architecture that enhances the importance of these areas through the use of special features such as towers, buildings that incorporate special corner treatments, and enhanced entry elements and design.



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.

8. Create a coordinated system of City and/or downtown signage. Public vehicular signage is needed to lead motorists to and through downtown Florence and to their destinations and nearby parking areas. Once motorists have parked and left their vehicles, coordinated pedestrian-level signage helps orient visitors to the downtown and informs them about attractions. Coordinated and attractive vehicular and pedestrian signage helps to present a quality image of the community, welcomes people, and helps extend visits by providing information on activities and destinations.

Some elements of successful pedestrian-oriented downtowns:



Places designed for people rather than automobiles...



A variety of restaurants and attractions...

9. 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 might 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 connections between parking and the street;
- A comprehensive system of public signage to orient and inform visitors to downtown Florence;
- 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 have the right of way.

10. Create pedestrian spaces in retail and commercial areas that add to the life of downtown Florence. In retail/commercial areas, the emphasis should be on parking one's vehicle and enjoying the area on foot. This translates into



Attractive pedestrian connections...



And varied activities for all ages.



The bikeway plan for Florence includes bike routes through the downtown. Streetscapes should incorporate bike lanes and bike racks.

the need for connections, color, detail, wayfinding signage, interesting architecture, sun and shade, safe and attractive sidewalks, streets, parks and plazas, and planned activities, entertainment, and events. Private enterprise should also be encouraged to add to the success of the downtown through the provision of such amenities as sidewalk cafes and restaurants, seating areas, screening, and landscaping. This can be encouraged through a sense of civic pride or by more direct means such as grants, loans, density bonuses, or the granting of desired variances.

Architectural Design Principles

1. Draw on regional styles of architecture to reinforce a sense of place. There is an attractive regional architectural style in Florence 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 re-creations, but rather to interpret historic regional architecture using current technology and creativity.



2. Orient the main facades of buildings to the street.

3. Avoid blank facades on the ground level, and especially on the street.

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 or buildings at important intersections are examples of perfect locations for special buildings or architectural features that celebrate their visual prominence.

Important views should be framed by architecture and important architecture should be provided with an enhanced setting.

7. Articulate the ground floor of buildings to respond to the pedestrian. Require ground floor architecture in commercial and retail areas to be “open” to the street. The traditional “storefront” in retail areas increases activity and adds to civic life through the display of goods and services. Even where the activities are not strictly retail, such as the ground floor of a restaurant or office, transparency can still be employed to provide enhanced entry areas or views to attractive lobby spaces, atriums, or displays. 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 in order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the overlay districts. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. Interior security measures in windows and doors do not require Board review. Metal security grilles finished in dark colors may be permitted with Board approval on rear windows and doors only.



Public Improvement Principles

This photograph of a recently completed office/retail building illustrates articulation of the ground floor and upper floors, and transparency on the ground floor.

There are several principles for public improvements that apply across all the types of streets that exist in the Districts. These are listed below:

1. **The comfort and safety of the pedestrian should be an important consideration for all public improvements within the downtown.**
2. **Planning efforts within the downtown should consider ways to “tame” vehicular traffic.** This can be done through a variety of approaches, including lowered speed limits, increased enforcement, installation of traffic and crossing lights, use of speed bumps, and narrowing of moving lanes. While it is understood that traffic counts must also be considered, the goal should be to give preference to the pedestrian.
3. **Utilities along main roads and streets should be relocated or buried** wherever possible to create a more attractive streetscape and to allow for the planting of trees.
4. **Sidewalks, crosswalks, and handicap ramps should be installed on all streets when/if they are renovated.**
5. **Street trees** should be planted on all streets where the right of way allows it to unify and beautify the downtown. When there is not sufficient right of way for trees, landowners should be encouraged to plant them near the property line.
6. **Municipal signage should be consolidated and redesigned to improve wayfinding and reduce visual clutter.** In addition to traffic signs, a coordinated wayfinding and identity sign system helps to welcome visitors and provide a positive image for the downtown and the community. Banners, street signs, directories, historic markers, and signs directing people to places of interest are part of such systems.



This before photo and after sketch of Pikesville, MD illustrates how public improvements and design guidelines can improve a commercial area. The sketch illustrates how the removal of utility poles and the additions of trees, screen walls, and signage can improve the appearance of an intersection.

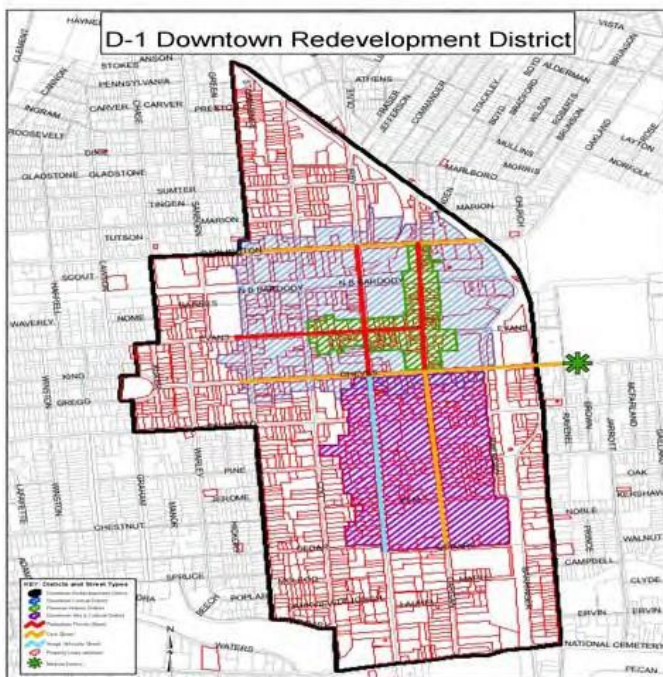
2. Redevelopment Overlay District (D-1) Design Guidelines and Requirements

Please Note: This section sets out land uses and certain guidelines for the redevelopment, construction, renovation or restoration of buildings located within the Downtown Redevelopment Overlay District. The applicable District Design Guidelines take precedence over these guidelines. A Certificate of Appropriateness is required for any change in use, construction, or redevelopment within any District. However, single-family dwelling units occupying a lot of record which is located outside the boundaries of the Florence Historic District, Downtown Central District or the Downtown Arts & Cultural District are exempt from these Guidelines.

Comments

The intent of this District is to promote the cultural, economic and general welfare of the public by providing a mechanism for the identification, recognition, preservation, maintenance, protection, and enhancement of existing architecturally valuable structures, properties, and neighborhoods which make up the Downtown Redevelopment Overlay District.

Like the other Districts, the goal is to implement and enable the redevelopment of the traditional Downtown Core Area and provide congruity with those areas immediately adjacent to this “traditional” Downtown Core Area.



The map shows the Downtown Redevelopment District (outlined in black), and within it the Arts & Cultural District (in purple), Central District (in blue), and the proposed Florence Historic District (in green).

Of basic importance to this effort is the maintenance, restoration, and careful adaptive reuse of the many buildings and properties located within the Redevelopment District. The boundaries of the Redevelopment District are shown on the preceding page. Within the Downtown Redevelopment Overlay District, the permitted uses are determined by the “underlying” or primary zoning district. All zoning and/or change in zoning requests shall be heard and acted upon by the City Planning Commission in compliance with the *Unified Development Ordinance of the City of Florence*.

General Guidelines

For the Downtown Redevelopment District, Certificates of Appropriateness are issued by the Design Review Board or the Downtown Planning Coordinator for all changes in zoning, new construction, demolition, renovation and rehabilitation of buildings, and landscape changes. Landscape changes include removal of any trees four inches in caliper or greater or any hedge or shrub group that exceeds 30" in height. However, single-family dwelling units occupying a lot of record which are located outside the boundaries of the Florence Historic District, Downtown Central District or the Downtown Arts & Cultural District are exempt from these Guidelines. The Design Review Board and the Downtown Planning Coordinator shall work to ensure compatibility of any proposed use with any existing adjacent land use.

Variances for residential uses on any lot or parcel, including mixed use developments, may be permitted within the Downtown Redevelopment Overlay District as a Special Exception by the Board of Zoning Appeals. To ensure conformity to the *Unified Development Ordinance of the City of Florence* and compatibility with the intent of the overlay district for which that use is proposed, a Certificate of Appropriateness is required from the Design Review Board and a variance must be obtained from the Board of Zoning Appeals. Prior to submitting a request for a variance from the Board of Zoning Appeals, the owner must first obtain a Certificate of Appropriateness from the Design Review Board or the Downtown Planning Coordinator. The Certificate of Appropriateness will be used by the Board of Zoning Appeals to document that the proposed residential use is compatible with the purposes of the Overlay District for which it is proposed.

Storefront Security

In order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the overlay districts. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. Interior security measures in windows and doors do not require Board review. Metal security grilles finished in dark colors may be permitted with Board approval on rear windows and doors only.

Certificate of Appropriateness: Criteria for Issuance

In considering the issue of appropriateness, the Design Review Board and the Downtown Planning Coordinator shall use the *Design Guidelines for Downtown Florence, South Carolina* prepared by Allison Platt & Associates and Hunter Interests Inc., as adopted by Florence City Council. Where specific guidelines are not available, the following general guidelines shall apply:

1. The historic and significant character of the property should be retained and preserved;
2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved;
3. For historic commercial buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board;
4. Chemical or physical treatments that cause damage to historic materials may not be used unless approved by the Design Review Board;
5. New additions and adjacent or related new construction should 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;
6. The height of any alteration or construction should be compatible with the style and character of the proposed or modified structure or building and with the surrounding buildings and structures;
7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings;

8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures;
9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures;
10. Landscaping should be added that enhances the property and provides for greenspace and appropriate buffering between land uses;
11. The scale of buildings or structures after alteration, construction, or partial demolition should be compatible with the style and character of surrounding buildings and structures;
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures.

Certificate of Appropriateness: Application Requirements

All applications for a Certificate of Appropriateness shall be submitted through the office of the Downtown Planning Coordinator.

For a project over \$5,000, the owner/developer or agent may submit and have approved by the Design Review Board a "Preliminary Plan" of the proposed project. To obtain Preliminary Plan approval, the applicant shall submit three copies of the Preliminary Plan to the Downtown Planning Coordinator. The Preliminary Plan should be in sufficient detail to provide the Downtown Planning Coordinator and the Design Review Board an understanding of the scope of the project, including any planned demolition, proposed land use, architectural or design concepts, and any general site improvements. The details of the submittal to the Downtown Planning Coordinator and the presentation of the proposed project to the Design Review Board are to be determined and completed by the owner/agent. However, it is recommended that the owner/developer or agent seek guidance and direction from the Downtown Planning Coordinator regarding the proposed project and its presentation before the Design Review Board. The Preliminary Plan must be submitted to the Downtown Planning Coordinator 30 days prior to the date of a regularly scheduled meeting of the Design Review Board, at which the Preliminary Plan will be approved, approved with modifications, or disapproved. Additionally, action may be deferred by the Design Review Board to the next monthly meeting, but only upon concurrence of the owner/developer or agent. All Preliminary Plans presented to the Downtown Planning Coordinator by the due date shall be presented to the Design Review Board for consideration unless that Preliminary Plan is removed from the agenda by the owner/developer or agent. Following Preliminary Plan approval, the owner/developer or agent may seek a Certificate of Appropriateness approval by completing the additional requirements provided below.

Development projects that obtain Preliminary Plan approval may be submitted to the Design Review Board for consideration of a Certificate of Appropriateness at the next regularly scheduled monthly meeting. The application must be submitted in its complete form on or before 20 days prior to the date of a regularly scheduled meeting of the Design Review Board at which the application will be approved, disapproved, approved with modifications, or deferred to the next monthly meeting upon concurrence of the owner/developer or agent.

For development projects that have not received Preliminary Plan Approval, an application for a Certificate of Appropriateness must be completed as determined by the Downtown Planning Coordinator prior to its placement on the agenda of the Design Review Board. The application must be submitted in its complete form on or before 45 days prior to the date of a regularly scheduled meeting of the Design Review Board, at which the application will be approved, disapproved, or approved with modifications. Additionally, action may be deferred by the Design Review Board to the next monthly meeting, but only upon concurrence of the owner/developer or agent. Projects involving demolition of existing or parts of existing buildings are subject to deferral in accordance with these guidelines.

The Design Review Board will adopt, publish, and post at the City Center in January of each year a

schedule of regular monthly meetings. If, during a regularly scheduled meeting, the Design Review Board fails to hear and act upon an application for a Certificate of Appropriateness which is placed on the agenda per these guidelines, the application shall be considered approved.

An application shall be determined to be complete upon submission of such of the following items as deemed necessary by the Downtown Planning Coordinator in sufficient detail to provide an understanding of the project. The applicant shall provide a minimum of three sets of the items required by the Downtown Planning Coordinator.

- Signed application;
- Architectural plans;
- Site plans to include water/sewer connection or improvements, grading and drainage, right-of-way encroachments, and other applicable zoning/development code requirements;
- Proposed land use;
- Landscape plans;
- Demolition plans;
- Signage plan;
- Exterior lighting plan;
- Elevation drawing of all portions of structures or buildings with relationships to public view;
- Indications of construction materials proposed for buildings and/or structures;
- Photographs or perspective drawings indicating visual relationships to adjoining/adjacent structures and spaces;
- Photographs of historic structures or other documented evidence of facades or other architectural significant elements.

Note: Additional construction details, life safety details, Certificate of Zoning Compliance, and payment of water/sewer fees may be required by the Florence Planning and Building Departments prior to the issuance of a building permit.

If, in the opinion of the Downtown Planning Coordinator the required items have not been submitted, and the owner believes that the project application for Certificate of Appropriateness is complete, the owner may request to place the application on the agenda of the Design Review Board. To place the application on the agenda, the owner must provide to the Chairman of the Design Review Board a letter outlining and documenting the reasons and facts as to why the application was complete at the time of submittal. The applicant has 5 working days from the notification of denial from the Downtown Planning Coordinator to provide the letter requesting to be placed on the agenda.

Certificate of Appropriateness: Application Fee

Upon presentation of a signed application, the owner/agent must pay any required fees as determined and approved by the Florence City Council. Once received by the City of Florence the application fee is not refundable. An application fee is not required of any local, state, or federal governmental body. Also, an application fee is not required of any owner or developer for a project which is submitted to the Downtown Planning Coordinator for administrative approval and does not exceed \$15,000 in cost.

The standard application fee for the Design Review Board is \$100 prior to the work being done. If the work has already been started or completed without a Certificate of Appropriateness, the project must be reviewed by the Design Review Board and the application fee is \$200. Any completed work not approved by the Board will be subject to removal, replacement, or correction to meet the intent of the *Design Guidelines for Downtown Florence, South Carolina*.

Certificate of Appropriateness: Public Hearing Requirement

A public hearing shall be required when an application for a Certificate of Appropriateness is requested and such application is to be presented before the Design Review Board. The time and location of the Public Hearing shall be published in a newspaper of general circulation in the City of Florence at least fifteen (15) days prior to the public hearing. The property in question shall be posted for the same period as the newspaper notice. The manner of posting shall follow the same signage/notification requirements as specified in the *Unified Development Ordinance of the City of Florence*.

Certificate of Appropriateness: Demolition

When it has been determined by the Downtown Planning Coordinator that demolition is a part of a project covered by an application for a Certificate of Appropriateness, the demolition request will be forwarded to the Florence Historical Commission for their determination of the historical value of the property proposed for demolition. Upon their issuance of a Record of Official Action declaring the property not historically significant, the Design Review Board may, if in their judgment the public is best served, postpone action on the Certificate of Appropriateness for not more than two scheduled monthly meetings. The initial hearing before the Design Review Board shall be counted as the first of the two monthly meetings. At the end of the above referenced deferral period, the Design Review Board shall approve, disapprove, or approve with modifications. Additionally, action may be deferred further by the Design Review Board to the next monthly meeting, but only upon concurrence of the owner/developer or agent.

Certificate of Appropriateness: Approval by the City Planner

For any project or signage which does not exceed \$15,000, the Downtown Planning Coordinator has the authority to administratively approve a Certificate of Appropriateness if it is determined that materials, paint color, design, architectural feature or style conforms to the applicable District and is not considered to be part of a larger project.

Certificate of Appropriateness: Resubmission of a Denied Application

A property owner may resubmit the same application for a Certificate of Appropriateness affecting the same parcel or lot after a minimum of 12 months from the date of the denial by the Design Review Board.

If, in the opinion of the Downtown Planning Coordinator, there are substantial changes/improvements to the project, a property owner may resubmit an application for a Certificate of Appropriateness affecting the same parcel or lot after a minimum of 10 days from the date of the denial by the Design Review Board. The applicant is required to meet the 45 day submittal schedule as outlined in these guidelines.

Certificate of Appropriateness: Application for a Building Permit or Demolition Permit

Within the Downtown Redevelopment Area, an approved Certificate of Appropriateness must be acquired and provided to the Florence Building Department prior to the issuance of a building permit or demolition permit. The permit shall be issued only per the plans and application as approved in the Certificate of Appropriateness. It is understood that other building or life safety code related submittals may be required by the Building Department. No other construction related activity, development/landscaping plan, or change in zoning shall be allowed except as approved in the Certificate of Appropriateness or in the case of land use as approved by the Board of Zoning Appeals and/or the Planning Commission.

Certificate of Appropriateness: Certificate of Compliance

Prior to the Building Department issuing a Certificate of Occupancy for the project, the owner must obtain from the Downtown Planning Coordinator a Certificate of Compliance to ensure conformance with the approved Certificate of Appropriateness.

In the event a Certificate of Compliance is denied by the Downtown Planning Coordinator and the owner

believes the project is complete and complies with all aspects of the Certificate of Appropriateness, the owner may appeal the decision in writing to the Design Review Board. In the event of an appeal, the Design Review Board shall consider and act on the appeal at its next regularly scheduled meeting. The Design Review Board may defer action on the appeal with concurrence of the owner/developer.

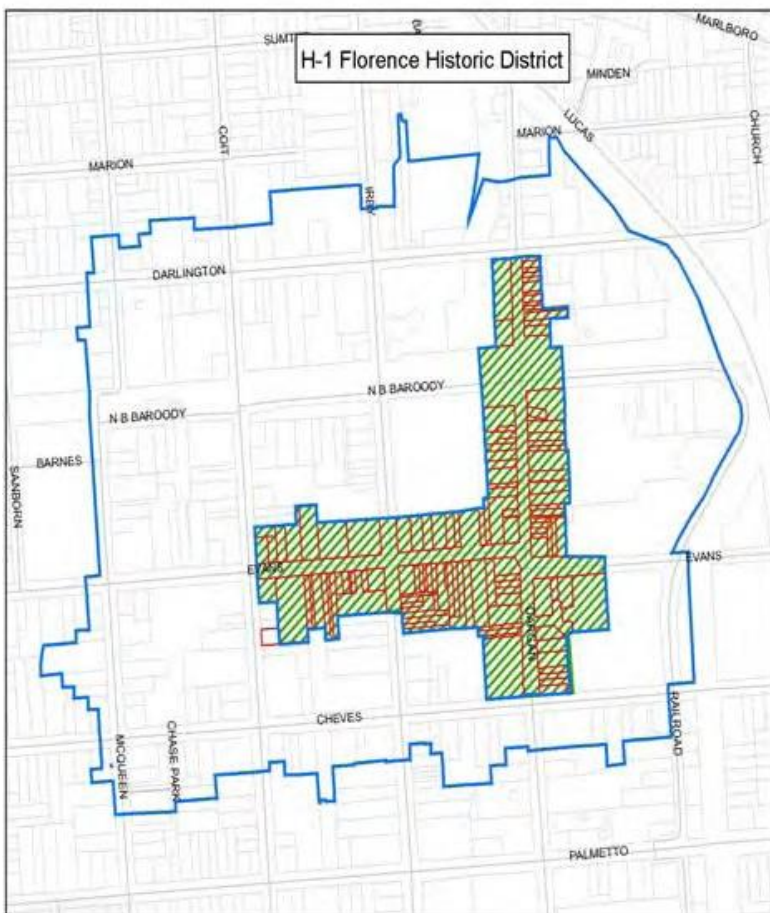
3: Historic Overlay District (H-1) Design Guidelines

Please Note: This section sets out guidelines for the renovation and restoration of historic buildings. These buildings, and any new or replacement buildings, will also be subject to the relevant guidelines for the Downtown Central District (e.g. signs, awnings, and so on).

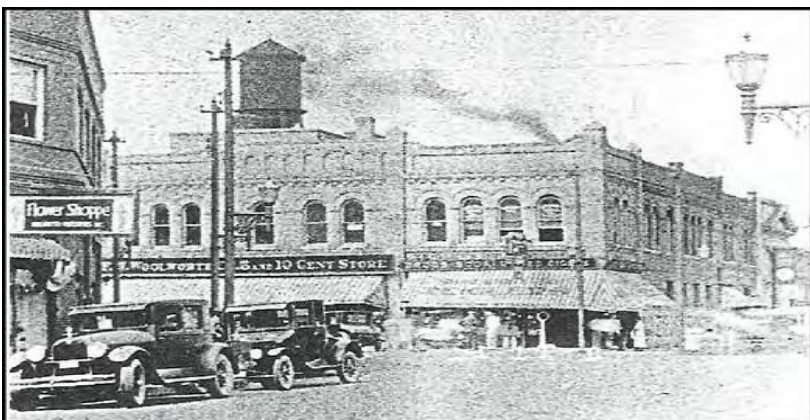
Design Comments

Like many urban centers, downtown Florence has declined as a desirable commercial location since the 1960s, eclipsed by suburban mall and strip development. Part of this decline stems from the fact that downtowns cannot compete with more modern retail layouts, building footprints, and convenient parking.

Realizing that their community’s heritage is endangered by urban decline, residents and supporters of downtown Florence have mobilized to preserve its historic resources and boost the economic vitality of the area. The goal is to implement the recently-completed master plan through these design guidelines, market-specific recommendations, and refinement of site design for key sites. One of the key tenets of the revitalization effort is to respect wherever possible the historic fiber of the downtown.



The map shows the Downtown District (in blue), and within it (in green) the Historic District, which contains many buildings that could be included in an application for a National Register Historic District or on an individual basis.



Of basic importance to this is the maintenance, restoration, and careful adaptive reuse of the many historic buildings in the revitalization area. The implementation of historic design guidelines is one tool to assure the preservation of these buildings, as well as to revive a sense of pride in Florence's heritage.

The boundaries of the Florence Historic Overlay District are shown on the plan on the preceding page. It includes: buildings on both sides of Dargan Street from Darlington to Cheves and generally both sides of Evans from mid-block between NB Baroody and Dargan and then west to the intersection with Coit Street. Historic architecture consultants have defined the buildings within these boundaries as the most important historic structures within the downtown core area. It has been determined that a portion of this area contains a critical mass of buildings that meet the definition of a national historic district. In the future an application for the creation of a historic district may be in the best interest of the City and property owners.



This building was originally Zeigler's Pharmacy, and later became the location for F.W. Woolworth's, as seen in the top photo. Much of the original details on the upper facade have been altered, but may still exist under the stucco.

Many of the historic civic and religious buildings are still in excellent condition, but the historic retail core is in only fair

condition, with many buildings in danger of degenerating beyond repair if steps are not taken to reverse this trend in the near future. Listing of the majority of these commercial buildings on the national register of historic places, and also state and local designation, could provide needed incentives for rehabilitation of these buildings. By adhering to the guidelines outlined in this document, visual integrity, and with it community pride, will once again invigorate the Florence Historic District, and new uses will occupy now vacant buildings. The successful mix of uses for most downtowns has changed from stores offering basic needs to specialty retail, restaurants, and entertainment combined with office and residential. The existing building sizes and their distinguished character are a good match with such uses.

Historic Architectural Guidelines

The National Park Service has assembled a series of standards to guide renovation and restoration of historic structures (see Appendix A). 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 changes to meet new needs. 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 key ideas in the standards are to:

Did you know.... that there are differences between historic overlay zoning districts and National Register historic districts?

Historic Overlay Zoning Districts:

Supplement the base zoning;

Have requirements for review of any work on the exterior of a building or that involves major landscaping changes;

Often utilize boundaries of National Register historic districts;

Would be designated by City Council with the support of a majority of property owners;

Would be governed by city code and administered by the City and a Design Review committee to be appointed;

May be eligible for state tax credits.

National Register Sites and Historic Districts:

Are honorary designations recognizing properties of local, regional, or national significance;

Have no inherent requirements for project review;

Are given consideration in federally funded or permitted projects;

Are designated by the U.S. Secretary of the Interior following a process of local and state review and owner support;

Applications may be prepared by anyone;

Are eligible for federal grants (when funding is available) and for local, state and federal tax incentives.

- Use the property as it was used historically, or find a new use that maximizes the retention of distinctive features.
- Preserve the historic character (continuation of the property's history.)
- Stabilize, consolidate and conserve existing historic materials.
- Replace the minimum amount of material necessary and in kind (match materials).

Developing historic architectural design guidelines can be a complicated undertaking. 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 with layers of the changes incurred in them over time. In Florence's Historic District, merchants have modified their storefronts, perhaps several times, to reflect the latest marketing approaches.

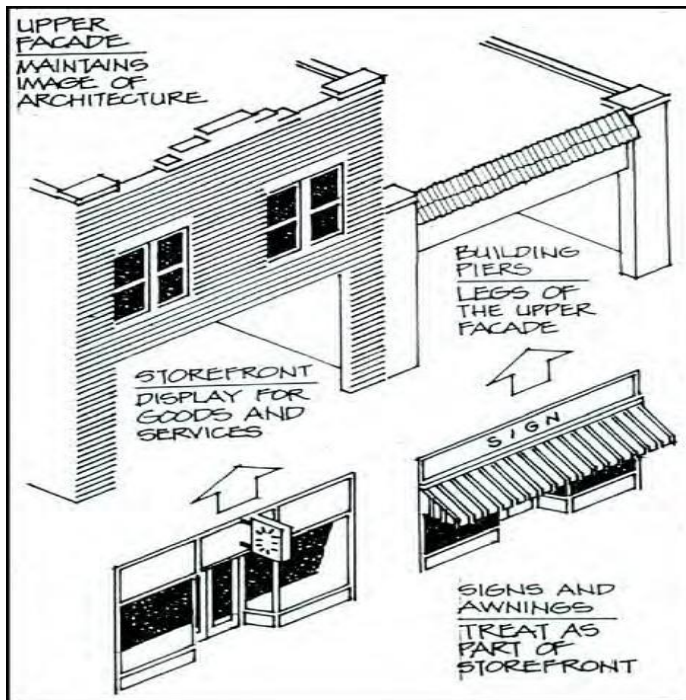
Architecturally, historic retail buildings often have split personalities where the upper floors remain largely untouched, retaining their historic character, and the first floors have been modernized, masking their original appearances. In addition to this, cities and sections within cities go through different periods of history, each with its own character.

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 story to tell, and therefore buildings should be considered in an individual manner. (See Appendix A)

General Guidelines

If the goal for Florence's Historic District is to become a National Register Historic District or simply to maintain the historical significance of a building, the following general guidelines should apply:

1. Every reasonable effort should be made to preserve and enhance the historically significant elements of a building.
2. Architectural restoration, rather than renovation, is a preferred option when feasible.
3. Qualities critical to overall design should be studied and retained when possible.
4. Before replacing historic elements of a building, preservation and consolidation should be considered.
5. All additions and renovations to existing structures should complement the original or historic elements in terms of material, size, shape and color.
6. New construction should be appropriate to the period and style of character of the district as a whole.
7. To avoid deterioration and possible loss, all elements, especially the historically significant elements, should be carefully maintained. Repairs should match in terms of materials, size, shape, and color.



Elements of a Storefront. The relationship of the upper and lower facades on a commercial building.

8. Facade details such as cornice ornaments should not be covered to avoid the need for maintenance painting or refinishing.

Retail Storefronts

Building owners within the commercial core on Evans and Dargan Streets should be particularly aware of the importance of the following guidelines as they consider improvements and changes to their properties.

The retail storefronts on historic buildings in the Florence Historic District have the building elements that have been most drastically altered from their original condition. If it is possible to recreate the original retail facade from historic photographs, this would be highly desirable. If historic information is not available, then the owners should work with an architect skilled in the renovation of historic buildings. Such an individual will study the style of the upper facade in conjunction with the guidelines for the Historic District to create an appropriate design for

renovation of the retail facade.

Appropriate materials for the restoration or renovation of historic retail storefronts should be primarily wood, cut stone, and glass. Plastic, mirrored or tinted glass, and metal are not appropriate, except that decorative metal such as wrought iron or other metals fashioned to look like wrought iron may be appropriate with review.

Storefront Security

In order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the overlay districts. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. Interior security measures in windows and doors do not require Board review. Metal security grilles finished in dark colors may be permitted with Board approval on rear windows and doors only.

Storefront Signs

See Section 4 for guidelines on retail signs.

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 should be installed but due to the nature of the materials and attachment techniques, flat roofs require that metal be used.

Whenever possible, 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 should be considered. If flat or very low-pitched roofs are not seen from the ground, as is the case with many of the commercial buildings in the Historic District, 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 if possible, otherwise half-round metal gutters and round downspouts are recommended. Appropriate metals are copper, lead coated copper, turned metal or aluminum. Corrugated downspouts and gutters with architectural profiles should not be installed. Galvanized steel is not recommended as it rusts quickly.

Changes in roof form or historic roof elements are generally inappropriate, including the removal or addition of dormers on the front of buildings. There are however, specific cases where alterations to existing roof form are appropriate.

Dormers and Cornices

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

Windows

This attractive restoration is an excellent example of the goals of these guidelines. Note the unpainted restored brick, windows restored or replaced to include true dividers/muntins, restored frieze and brackets, coordinated colors, and attractive sign and windows. Photo courtesy David Creech.

Similar to with the panes in glass window period,

roof form and material, window types change period of each style. The size of individual historic windows was a result of the size of available to the builder. The pane sizes in sashes typically increased from the Federal where smaller panes of glass set in muntins were typically made from a single large pane of glass.

used to make up a sash, to the Modern period where sashes

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; in double-hung windows, both sashes are operable.

Window openings in Federal and Greek Revival style buildings consisted of regularly placed single units with small square panes, often a six-pane sash over a six-pane sash. Windows of this period were typically single-hung. 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 should be repaired if possible. If replacement is unavoidable, then new windows should match the original windows in operation and glazing style. Sashes with multiple panes should 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. Adding screens and storm windows to historic windows will make them more usable. Window openings should not be modified to accommodate replacement windows. Original openings should be maintained. Window units should be wood and may be clad if not to be painted a color.

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 original windows.



Historic buildings express their historic period, location, and the builders' vision through unique architectural details as shown in these photographs from North and South Carolina and Virginia.

Exterior Wall Cladding

Maintaining original material for the exterior walls is preferred. Wood siding and trim should be repaired if possible and then repainted in lieu of installing new siding or trim whenever possible. Patching areas of deterioration with materials to match the existing components is preferred to re-siding or replacing the entire wall surface.

Covering existing wood siding or re-siding with aluminum or vinyl siding is not appropriate within the historic district. Other inappropriate materials include T-111 plywood, vertical siding, and composite shingles.

Wood or metal cornice details, cornerboards, window trim, and door surrounds should be reused or recreated in the original material or using some of the high quality restoration materials now available for replacement or recreation of original details. Covering detailed wood trim with flat stock aluminum or vinyl is unacceptable. The cadence or spacing of the original siding or trim should be recreated. For example, if the original cornice included dentil molding, then this should be included in the restoration process.

New materials should match original materials when repairing or repointing historic masonry buildings. Brick installed in openings created by inappropriate modifications, or damaged material should 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 construction in the wrong color or texture.

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 should match the tooling, color, and joint size of the original joints and any trim constructed of masonry, like brick corbelling, should be repaired or reconstructed rather than covered.



In several cases within the Florence Historic District brick facades have been covered with siding, new facing, or stucco. Removal of these later materials to improve the integrity of the building should be considered carefully and is recommended if the original brick will not suffer significant damage in the process.

This beautiful commercial building in New Bern had been covered with sheet metal for decades. Fortunately, the original details remained. Note the restoration of the retail facades, decorative lower piers (previously painted white), and the unusual windows on the second level. The second store has also restored the transom windows above the storefront hidden by the overhanging canopy in the picture at top.



Shutters

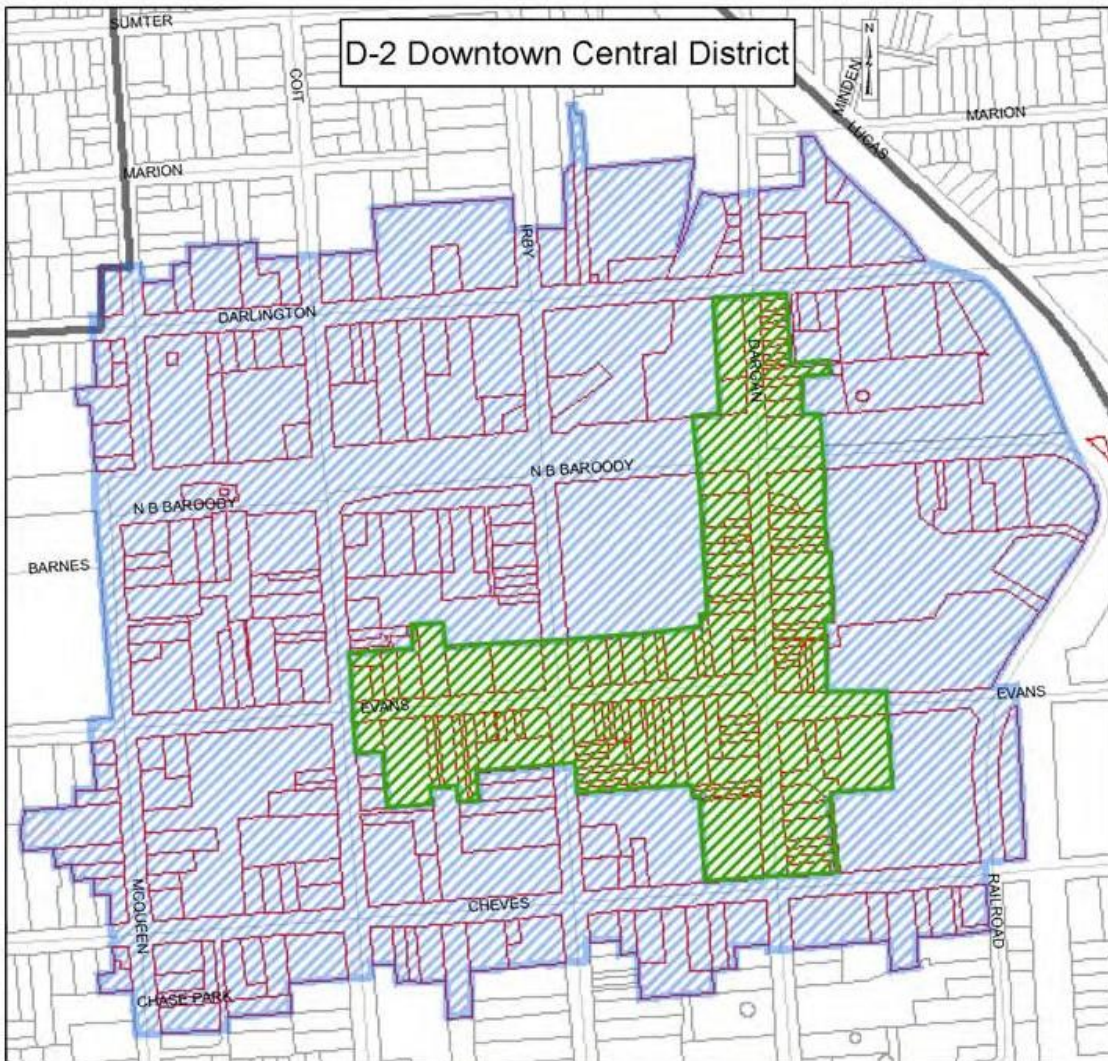
Shutters are common on many types of historic buildings. Shutters should follow their historic purpose, which was to provide covering for windows in varying conditions throughout the year. First floor shutters had solid panels to provide security for the street level of the residence. Shutters on the 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 window and were always operable. This functionality should be followed in any replacement shutters.

An example of shutters used on commercial buildings in downtown Fayetteville, NC., a National and State Register Historic District.

Paint Colors

Historically, paint colors varied with changes in tastes reflected in changes of period and style. In historic districts such as Florence's, most building trim should harmonize or accent the predominant color of the brick. There are a range of brick colors in the historic district, and muted earth tones will be best to complement the variety of brick colors without clashing with nearby buildings. More primary colors can be introduced with awnings, signage, and trim. Bright or fluorescent colors such as pink, orange, or bright purple should be avoided.

4: Downtown Central District (D-2) Design Guidelines



Downtown Central Overlay District shown in blue.

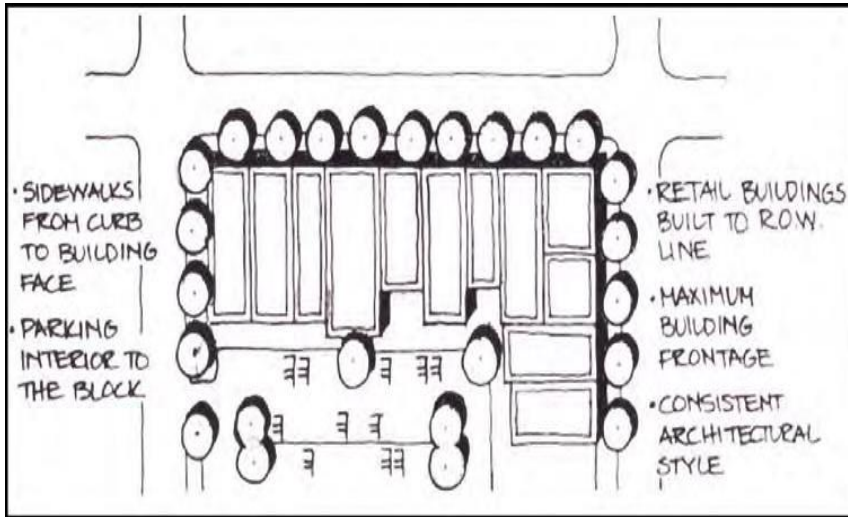
Downtown Central Overlay District Area Defined

The Downtown Central District includes the Downtown Historic District. This area contains primarily additional retail buildings, but also has a variety of other uses. The intent of the guidelines is to allow this area to accommodate additional commercial buildings including ground floor retail and some offices, with offices and residential on the upper floors. This district might also include some medium-density office and residential buildings.

The district is defined by both sides of Darlington Street on the north, NB Baroody on the east, generally both sides of McQueen Street on the west, and both sides of Cheves Street on the south.

Downtown Central District (DCD) Site Design Guidelines

1. Placement of Structures

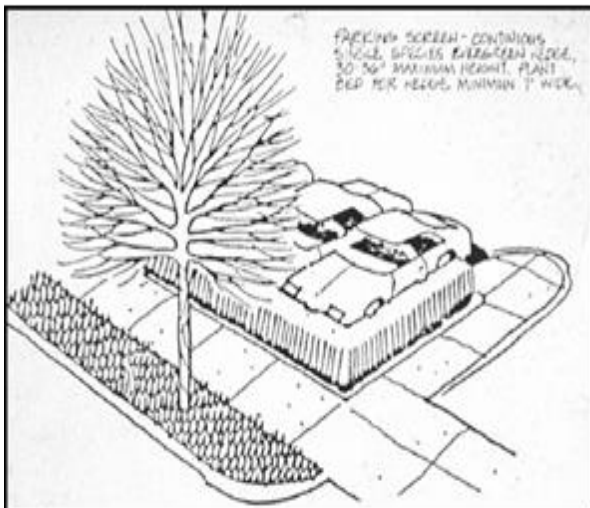


This sketch shows the desired arrangements of buildings in a traditional downtown area. Buildings built to the right of way, parking on the interior of the blocks, and a continuous street “wall” of retail storefronts combined with an attractive streetscape makes the area inviting for pedestrians.

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 mid-block pedestrian connections between parking and the street, and for the creation of spaces that enhance the public environment, such as entry plazas, pocket parks and outdoor dining areas. Such exceptions should be reviewed and approved by the reviewing agency. If a building or allied group of buildings of significant size is proposed in this area, entry plazas, landscaped setbacks or building setbacks above the first two stories may be appropriate and should be reviewed on a case by case basis. Review should be based on a goal of avoiding wide suburban-style setbacks and creating interest at the street level to enliven the pedestrian environment.

2. Off-street parking

Parking should be located to the rear of buildings or at the side of buildings. Access to parking should be from the rear or from side streets, or if there is a parking lot to the side, from the main street (but the number of such side parking areas should be limited to one or at most two per block). Parking should be shared by several or all of 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. In no



cases should parking be screened with solid materials taller than 36" because of the need for security and surveillance. Parking should be set back a minimum of 5' from all property lines, and tree islands and trees should be placed at parking lot corners at a minimum ratio of approximately one tree per 20 spaces. Existing parking in front of buildings should be removed if possible, or if not possible, screened as above. Parking areas must be well lit for nighttime pedestrian and vehicular security.

A 30-36" hedge (above) provides an excellent screen between parking areas and the street. Parking can also be screened with a 30-36" wall (below), in this case combined with attractive landscaping.



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 farther from buildings should be of approved masonry or wood fencing.



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 must have clearly marked and well-lit pedestrian access from parking to public sidewalks and building entries.

Dumpsters, storage and loading areas, and mechanical equipment should be located to the side or rear of buildings and screened from view, as shown above.

6. Rear entries

Attractive rear entries to businesses are encouraged. If residential units occur on the upper floors of commercial buildings, entries adjacent to parking areas are required. Interior or exterior passageways to the primary streets from rear parking are encouraged. **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 are discouraged, with access from side streets or to the rear of the property preferred.

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 are discouraged, with access from side streets or to the rear of the property preferred.

8. “Drive-Through” businesses are discouraged in the Downtown Central District



Providing mid-block pedestrian connections between shops and rear parking areas makes the downtown more inviting.

As previously stated, 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. Therefore, businesses that rely solely on drive-through traffic are discouraged. However, it is not the intent of the guidelines to prohibit the use of drive-through windows for all businesses (e.g. restaurants, banks and pharmacies). Generally, drive-through windows 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.

9. Adjacent residential uses

Where commercial uses abut residential areas, a 6’ masonry or approved 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 is also recommended.



These historic buildings were renovated to include rear entries and an attractive sidewalk.



Appropriate downtown fencing materials are high quality and with enough mass to stand up to heavy use. The two left pictures above are in Charleston, SC, and the right picture is in Florence (this fence treatment, according to the new guidelines, should have 30-36" plantings in front of the parking areas).



10. Fencing and Screening Materials

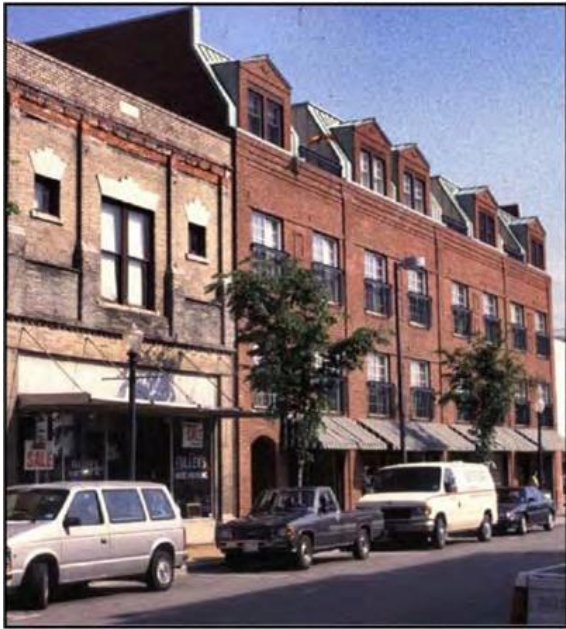
Recommended screening and fencing materials:

- Brick
- Split face block
- Double staggered row of approved hedge material
- Landscaped beds acting as screens with approval and appropriate ongoing maintenance
- Masonry piers and low foundation with metal pickets (for parking areas only, not storage areas)
- Approved wooden privacy fencing (back yards only)

Prohibited screening and fencing materials:

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

These two photos show inappropriate screening/wall materials for the downtown. Plain concrete block above, lightweight pipe railing below.



The new building on the right in the historic district of New Bern fits in well because it has traditional proportions, matches the cornice height of the adjacent buildings, completes the “street wall” and has retail on the ground floor. This building is one story higher than the building on the left, but fits because the fourth floor is set back and into the roof.

1. *Downtown Central District Architectural Guidelines*

The architecture of new structures within the DCD area should enhance the existing architecturally or historically significant buildings that will remain. The main objective of these guidelines is to provide a framework that will ensure that all structures contribute toward a harmonious assemblage of structures and landscape, but does 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 downtown’s sense of place. The traditional multistory “storefront” structure should be the predominant building type in the DCD area. In traditional retail facades, the rhythm and alignment of openings and architectural elements must work together to form a pleasing environment.

2. *Placement of Structures*

New or replacement structures should front on the sidewalk in line with existing structures, with exceptions for public space as noted in the site design guidelines. This will continue the pattern of building facades enclosing the pedestrian space. 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 block interiors and light to upper stories are also allowed.

3. *Massing and Height*

It is preferred that new buildings should be 2-3 stories, but taller buildings will be allowed with permission. The height of the first floor should be a minimum of 14-16 feet. 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. Also, single story buildings are allowed with approval of the Design Review Board.

4. *Articulation of Facades within the Block*

The visual strength and pedestrian comfort with 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.



The two retail facades shown above are new construction in historic buildings. The use of wood and expanses of glass are desirable and attractive.



This historic commercial building has been inappropriately renovated. The use of siding on the second level and formstone "fieldstone" on the first level hides what might have been an attractive building. In addition, the size and proportions of the windows on the second floor are out of scale with the building.

Construction materials:

- Brick in the approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted. Brick may be painted in rehabilitation projects subject to the approval of the reviewing agency
- Split-face block used in conjunction with brick
- Stone, cast stone, or architectural concrete
- Wood may be used in upper stories of medium-density residential structures only.

Trim or accent materials

- Ceramic tile in appropriate colors
- Wood (e.g. accent material such as paneled 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, glass block
- Textured, faceted, or stained glass as an accent.

Roofing materials

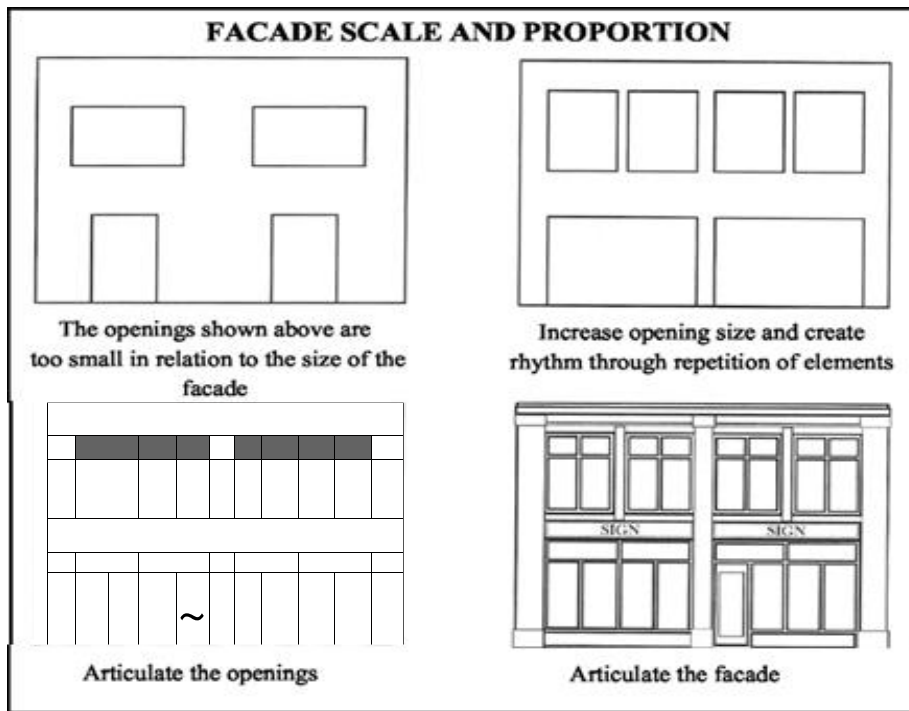
Since most of the buildings in the DCD are traditional commercial buildings with flat roofs hidden by a cornice and parapet, we recommend this type of roof generally. Medium-density residential, civic and special uses may have standing seam metal or other types of pitched roofs with review and approval. Flat roofs would generally be membrane roofing (built-up roofing, single-ply roofing, etc.) screened by parapets at front and sides.

Awnings

- Fabric awnings

Prohibited materials include:

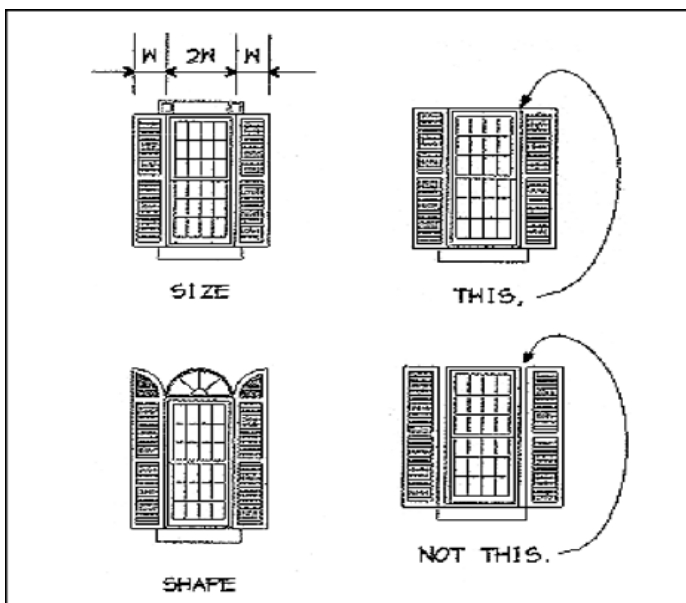
- Colored glass, mirrored, or opaque glass
- Wood shakes or shingles
- Heavily textured stucco
- Imitation stone texturing
- Clapboard sidings, whether wood or alternative materials at the ground level, except with review and approval
- Metal awnings or canopies
- Backlit canopies or awnings
- Plastic awnings.



The facades of commercial buildings should be articulated for interest, and openings should be in proportion to the mass of the facade. Repetition of building elements also creates a sense of rhythm and proportion.

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 retail/commercial structures.



The two drawings on the left illustrate proper proportions and shapes for shutters, and the drawings on the right illustrate proper position of the shutters.

4. Building Scale and Proportion

The scale of a building is determined by the size of architectural details and the size of the units of construction in relation to the size of people. Proportion relates to the relationship of the size of building elements to the building as a whole. In general, building facades in the commercial area 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.

Upper floor windows

Windows in the upper facade(s) of buildings should comprise at least 26% of the wall area of each floor. The most typical type of window found on the upper floors of 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.

Storefront Security

In order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the overlay districts. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. Interior security measures in windows and doors do not require Board review. Metal security grilles finished in dark colors may be permitted with Board approval on rear windows and doors only.

Storefronts/building fronts

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.

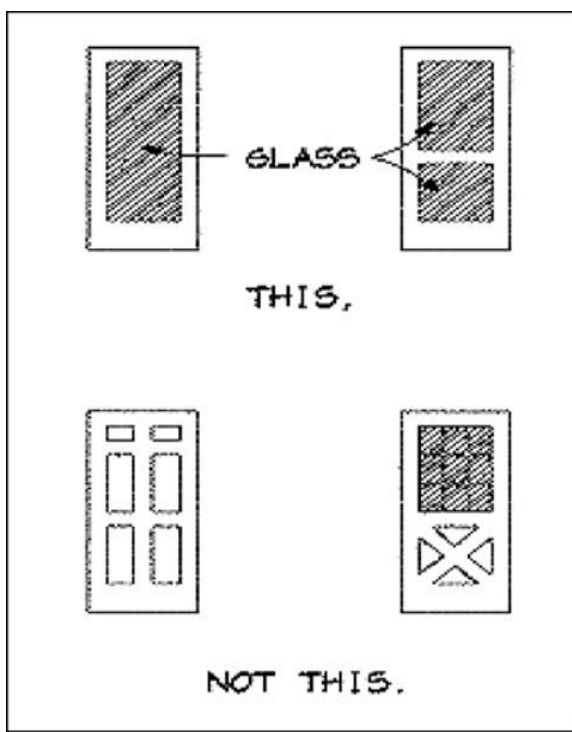
When large civic, office, or residential buildings are proposed for this district, large glassed-in lobbies, retail on the ground floor, or other uses interesting and inviting to the pedestrian should be incorporated into the design. Blank walls are discouraged, and, if necessary, should be broken up by landscaping, exterior detailing, sculpture, or other means.

Shutters

Shutters can provide emphasis to the upper stories of a building and can introduce elements of color to a building façade. 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 materials are acceptable materials for shutters.

Awnings

Awnings are an excellent way to introduce color and texture into the commercial street/building environment. Because of the historic character of the Downtown Central District, only fabric awnings are recommended, and a range of acceptable colors should be agreed upon. Where the architecture of the existing buildings makes a sign frieze difficult to install, placement of business information on the drop portion of the awning should be allowed in combination with window signs. Backlit or plastic awnings are not permitted.



Doors

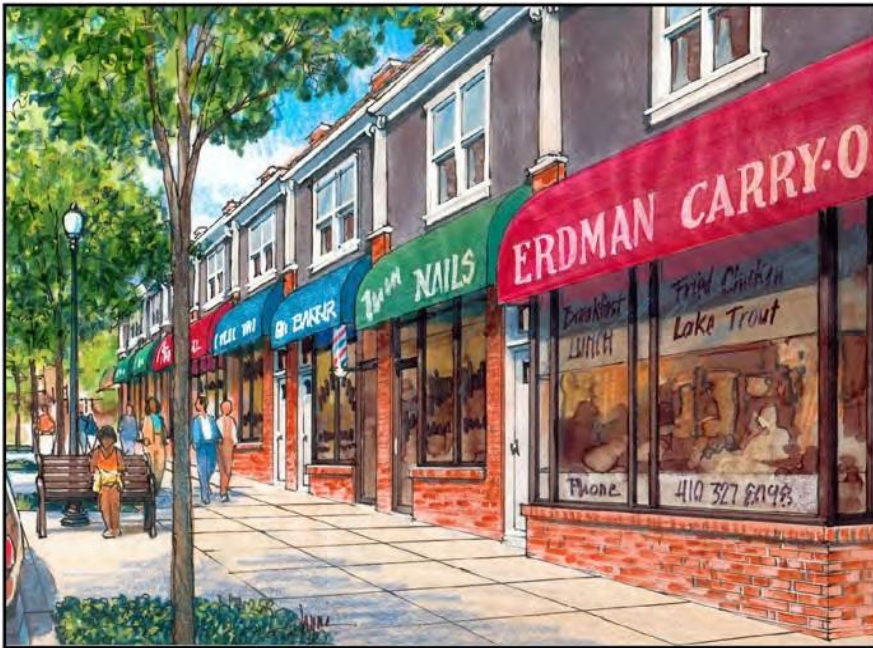
A major factor in the creation of a compatible building design is consistency. It is imperative that the doors used on commercial structures follow the traditional format for commercial doors. The use of door configurations more typically found on residential structures such as paneled doors or “crossbuck”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

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 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.

Appropriate and inappropriate doors.

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.



Business signage

Signs are an important part of the identity of any business. Modern technology has extended the range of possible materials and treatments available to business owners.

The following materials are recommended:

- Wood (carved, sandblasted, etched, and properly sealed, primed, and painted or stained)
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion)
- High density pre-formed foam or similar material. New materials may be appropriate if properly designed in a manner consistent with these guidelines and painted or otherwise finished to complement the architecture
- Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.
- Sign material should be compatible with the design of the face of the façade where it is to be placed.

This sketch illustrates how awnings can add color to the street environment. If there is not adequate room for business signs on the facade, the store name can appear on the drop portion of an awning.

Flashing signs are not permitted. Back-lit and internally lit signs may be used if approved by the Design Review Board and will be allowed only when they complement the existing façade and surrounding structures, and are consistent with the objectives of the Design Guidelines.

The architecture in the Historic District and the DCD provides for two kinds of building mounted signs:

- panels and letters mounted flat to the wall
- panels mounted perpendicular to the wall

Both kinds of signs require installations that are coordinated with and responsive to the architecture of the buildings. The architectural elevations suggest two graphic zones that will accommodate signage: the sign band zone and the transom zone. The sign band zone provides space for pin-mounted individual letters or a panel placed flat against the wall to address views from vehicles and long distances. The transom zone

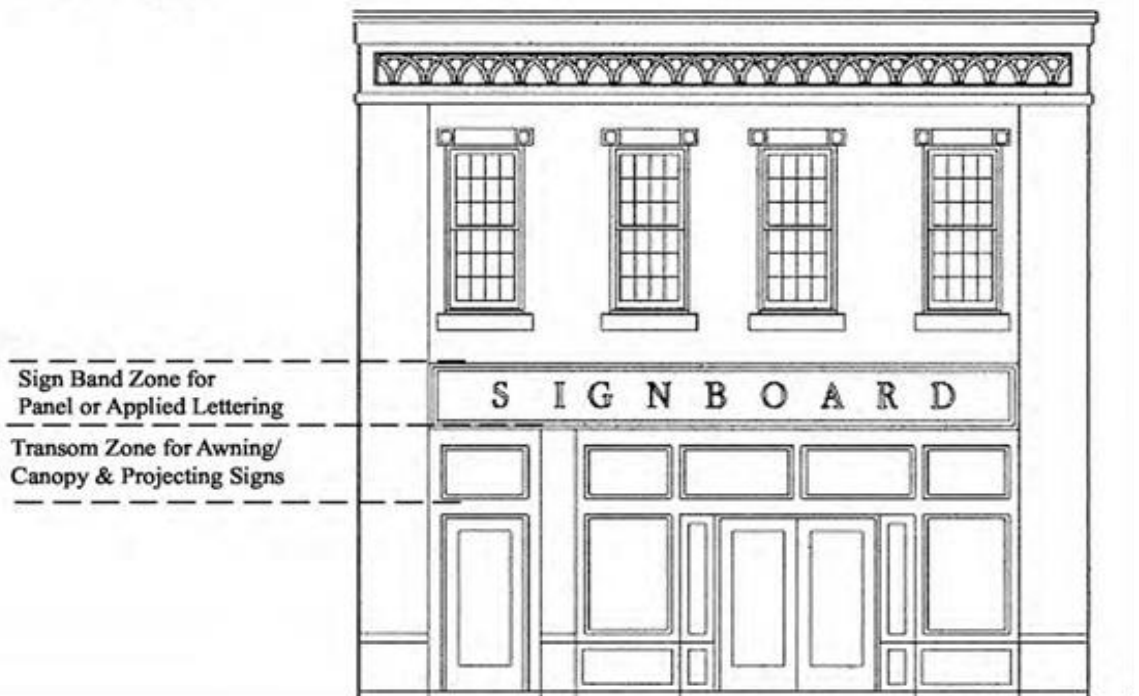
above the door openings, where an awning may be installed, also provides space for signs installed perpendicular to the building to provide pedestrian orientation on the sidewalk, between or beneath the awning(s).



Examples of interesting and attractive signs for downtown buildings.

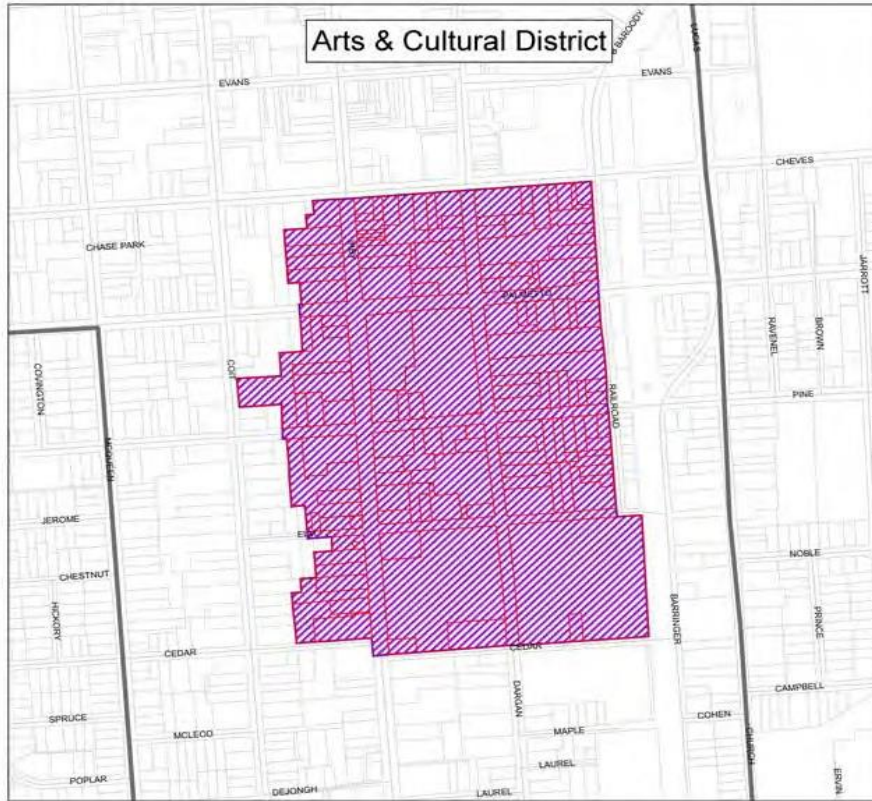
Other general recommendations for retail signs and graphics:

- Efforts should be made to encourage, accommodate, and grandfather into the cityscape unique, sculptural, and historic signs. These graphics give the downtown a layer of history, vitality, and charm that distinguishes one downtown from another.
- Vending machines and permanent storage of goods on sidewalks near retail entrances are not allowed. Displays of specific products and services at the pedestrian entrances are to be limited to unique and/or decorative objects which are moved indoors during non-business hours.



Typical Building-mounted Sign Placement

5: Design Guidelines for the Downtown Arts and Cultural Overlay District (D-3)



Arts & Cultural District Boundaries are shown in purple. The guidelines apply to buildings on both sides of Irby Street for the sake of consistency.

Arts & Cultural District Defined

This district includes both sides of Dargan Street and Irby Street and the west side of Railroad Street from Cheves Street south to Cedar Street, and all the east-west streets that connect them, including Pine, Chestnut and Palmetto. At the present time there is a wide range of building types within this area, including civic buildings such as the Poynor School, churches, the historic and new libraries, traditional retail buildings, strip commercial buildings, gas stations, and 1950s and 1960s era banks.

The purpose of these guidelines is to strengthen the arts, cultural, and civic uses in this district so that this area will become the civic heart of the community and an architectural expression of its aspirations and community pride.

In order to make this district work as a lively pedestrian area, it is recommended that connections between uses be strong, and that adjacency of complementary uses be considered (e.g. theaters and concert halls to restaurants, movie theaters to coffee shops and late night activities such as music venues, specialty shops, galleries, and bars).

If adjacency is carefully planned, this district can provide a center for activities, restaurants, arts and cultural events and venues for a long cycle of activities rather than just during the day or just in the evening. The retail district can and should support this cycle of activities, but both districts should overlap, the pedestrian connections should be strong, and the cycle of activities mutually supportive.

Arts and Cultural District Site Design Guidelines



Building Setbacks

For most uses, building setbacks 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. On larger sites, or where there are restaurant or retail uses, this area should include open space available to and usable by the public, rather than empty lawns or fenced areas. On smaller sites, a small landscaped plaza or seating area may be appropriate (such as an area for outdoor dining near a restaurant). Large side building setbacks are discouraged, as these tend to discourage pedestrian traffic.

In this recently improved streetscape in Newport News, VA, the area from the business signs back to the building facades is actually privately owned. Setbacks in the A&C district could be used similarly to create a wider sidewalk with room for outdoor dining, public events, and approved displays.

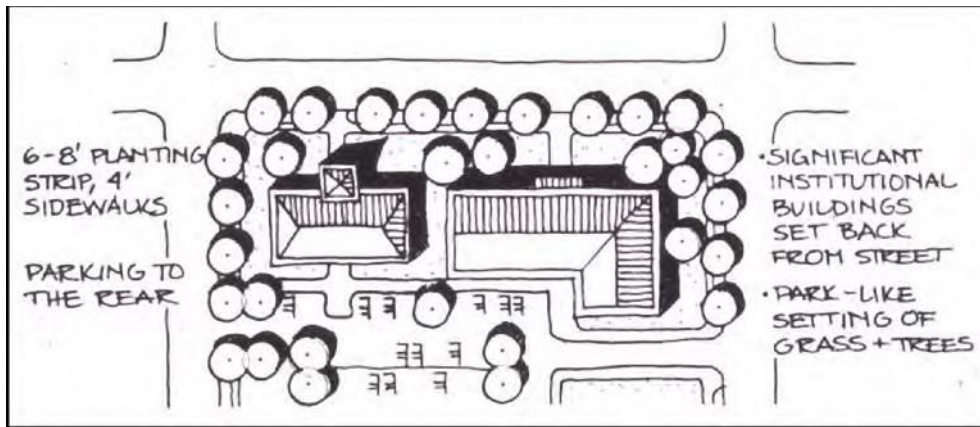
Off-Street Parking

Parking should be located to the sides and rear of buildings. For large buildings, a single bay of parking and drop-off area may be permitted by exception and with adequate landscaping and screening. 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 areas must be well lighted for nighttime pedestrian and vehicular security. Parking should be set back a minimum of 5' from all property lines, and 10' if the property abuts a residential area.

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 further from buildings should be of approved masonry or wood fencing.



Civic used along Dargan Street should adhere to the design principles summarized in this sketch.

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.

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.

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.



Rear entries such as this can be used for the ground floor use, or to access office or residential uses on the upper floors.

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. Generally, 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.

Drive through businesses should be designed with drive-in structures on the side or rear of the building

Businesses that rely solely on drive-through traffic are not allowed. 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.

Adjacent Residential Uses

Where commercial uses abut significant 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 recommended to provide more effective screening of residential properties.

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.

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
- Prefabricated wood fencing
- Unfinished concrete block.

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 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 should be as small as feasible and located so as not to be visible from the street.



This is a good example of a monument type sign.

Signage

Signage in this area will depend on use. For new retail and commercial uses, the setback will be minimal, and the guidelines for commercial signage in the Downtown Commercial District will apply. For all civic uses, a ground mounted monument type sign is required. The scale of such signs will vary depending on the size of the use and parcel. Because of the recommendations for street trees on Irby Street and Dargan Street, monument type signs will be more visible than pole-mounted signs in the future.

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

Storefront Security

In order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the overlay districts. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. Interior security measures in windows and doors do not require Board review. Metal security grilles finished in dark colors may be permitted with Board approval on rear windows and doors only.

Arts and Cultural District Architectural Guidelines

In order to succeed, this district must perform two functions. It must accommodate large buildings, yet still provide an animated pedestrian environment and room for uses that support a civic district, such as restaurants and shops. Therefore, two sets of guidelines are presented, one for large uses, and one for smaller infill uses. The best example for this type of district occurs in major cities where large performing arts centers are within sight of more traditional downtown scale buildings. If done skillfully, such juxtapositions of large and small create interest and energy.

There are already quite a few existing large-scale buildings in this district, and most of these are architecturally distinguished, including the new and old libraries, churches, and historic schools. There are also some historic homes in the district that have been converted to other uses or are empty that hint at a possible direction for this district. The new smaller scale buildings, however, do not generally add to the character of the district, since many are set behind parking lots and in an indifferent architectural style.

If smaller uses can be interspersed with the large uses, and pedestrian connections between them are strong, the district could become a cultural mecca for the area. The performing arts center, if surrounded by galleries, restaurants, and shops featuring the work of local craftspeople, would be a strong anchor for pedestrian traffic and local interest.



There are existing and proposed buildings within the Arts & Cultural District that vary widely in size, use, and appearance. Choosing the best elements and blending them together to form a unique arts district is the challenge and the opportunity for the community.

Architectural Guidelines for Large Buildings

Placement of Structures

New structures should be located in compliance with the Site Design Guidelines specified in the previous section. Additionally, the principal facade(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 spaces suitable to the building 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 include elements such as fountains, seating, artwork, and shade should be encouraged. Such spaces should not be so large or lacking in activities 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 visible from the street or not visible, depending on use (e.g., if the area had a pool, this would be screened from view). If the open space is common landscaping around a building, this should be visible from the street but may be fenced with a metal picket fence not more than 30-36" high.

Massing and Height

Heights allowed are specified in the *Unified Development Ordinance*. Buildings up to five stories are allowed. 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.

Materials

Recommended materials include:

Siding materials:

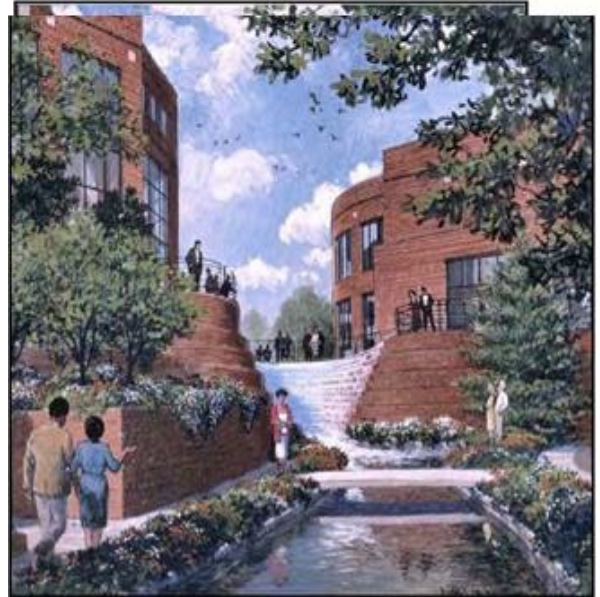
- Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted
- Stone, cast stone or architectural concrete.

Trim or accent materials:

- Split-face concrete masonry
- Ceramic tile in appropriate colors
- Metal framing (aluminum glass framing systems or curtain wall systems)
- Cast 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.



The Greenville, South Carolina Performing Arts Center is in the heart of the downtown. The site plan includes a wide variety of spaces from grand to intimate, providing an appropriate setting for a complex of buildings without making people feel overwhelmed by the space.

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. Heavyweight 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

- Stone veneer
- 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.



This sketch for a project in Wheaton, MD (near D.C.) illustrates how setbacks can be used to create interesting spaces. Shown along the side of this proposed building is outdoor dining, and near the illuminated lobby is a change in level.

Building Scale and Proportion

The scale of a building is determined by the size of architectural details and the size of the units of construction in relation to the size of people. Proportion relates to the relationship of the size of building elements to the building as a whole. In order to better relate to the pedestrian, the ground floor of office, residential, or 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 civic building such as a civic center or performing arts center is being planned, the design should be less constrained, but more scrutinized by the community. There are requirements for these types of buildings to have areas of blank wall, but these should be minimized as much as possible. Transparency at the entrance or lobby area is also very important in order to welcome the public and to provide natural light and openness to counteract the enclosed spaces elsewhere in the building.



Building Elements

The various components used in a building design greatly affect the success of the design and its compatibility with its context. The following descriptions provide guidance for various components that may be used in office and 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.

Medium-density housing such as this in Charlotte would be an excellent addition to the downtown and the Arts & Cultural District. The building setback shown is about 10 feet. The guidelines require masonry on the ground floor, but wood may be used on the upper stories to provide a more domestic character.

Windows

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

Shutters

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

Roofs/cornices

Because civic and other large-scale buildings will be among the larger buildings in the downtown area, they will naturally be more visually prominent. The roof forms of such dominant 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 in this district.

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, an 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 Arts and Cultural District should enhance the existing architecturally or historically significant buildings that will remain while complementing them in terms of uses and location. 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 Downtown's sense of place. The traditional multistory storefront structure should be the predominant building type along and near Cheves Street, transitioning to a wider variety of building types and sizes further south.

Placement of Structures

New or replacement smaller structures should be set back from the right of way about 5-10 feet, with the intermediate space used for wider sidewalks or landscaping, 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 half of the building frontage, with parking to the side or preferably the rear. There should always be direct access to the building from the sidewalk.

Massing and Height

New smaller-scale buildings should be two or three stories tall. If the buildings are to be used for retail, the guidelines in the Downtown Central 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.



This sketch from a project in Newport News, VA, illustrates how a narrow setback can serve a variety of purposes. Some of these small buildings are residential, some are office, and some are retail or restaurants. The space inside the sidewalk allows for an interesting variety of treatments. Parking is to the rear or on the street.

Articulation of Facades within the Block

The visual strength and pedestrian comfort with 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. 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.

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. Brick may be painted in rehabilitation projects subject to the approval of the reviewing agency;
- Stone, cast stone, or architectural concrete
- Split-face block used in conjunction with brick.

Trim or accent materials

- Ceramic tile in appropriate colors
- Wood (e.g. accent material such as paneled 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.

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 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 except with review and approval
- Metal awnings and canopies
- Backlit canopies or awnings
- Plastic awnings.

Building Scale and Proportion

The scale of a building is determined by the size of architectural details and the size of the units of construction in relation to the size of people. Proportion relates to the relationship of the size of building elements to the building as a whole. In general, building facades in the Arts and Cultural 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.

Building Elements

The various components used in a building's 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 retail/commercial structures.

Windows

Acceptable windows for this district would be single-hung or double-hung. 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 commercial or 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 style type of door is appropriate. Narrow or medium style aluminum doors should not be used.

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 materials (plastics) are acceptable materials for shutters.

Awnings

Awnings are an excellent way to introduce color and texture into the commercial street and building environment. Because of the historic character of the Arts and Cultural District, only fabric awnings are recommended, and a range of acceptable colors should be agreed upon. Where the architecture of the existing buildings makes a sign frieze difficult to install, placement of business information on the drop portion of the awning should be allowed in combination with window signs. Backlit or plastic awnings are not permitted.

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 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.

Business signage

The type of sign appropriate for smaller buildings will depend on use. Professional offices or isolated retail businesses may prefer monument-type signs. A group of retail/restaurant buildings would more appropriately have individual signs on the store-fronts. Guidelines for these types of signs would be the same as described in the signage section of the guidelines for the Downtown Central District. For existing uses now set back behind parking and for new and smaller buildings set back 5-15 feet, a ground mounted monument type 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 Irby and Dargan, 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.

6: Timrod Park Residential District (D-4) Design Guidelines

Timrod Park Residential District Boundaries



Please note: This section sets out land uses and certain guidelines for the redevelopment, construction, renovation, or restoration of buildings located within the Timrod Park Residential District. The Guidelines contained in this chapter take precedence over the Design Guidelines for downtown Florence. A Certificate of Appropriateness is required for any change in use, construction, or redevelopment within this District.

The intent of this District is to maintain the general quality and appearance of the neighborhood and to encourage redevelopment while preserving and promoting the cultural, economic, and general welfare of the public. The District does so by providing a mechanism for the identification, recognition, preservation, maintenance, protection, and enhancement of existing architecturally valuable structures and other properties. As in other districts, the goal is to implement and enable redevelopment by providing compatible residential development immediately adjacent to the traditional Downtown Core Area.

Of basic importance to this effort is the maintenance, restoration, and careful redevelopment of the historic residential area known as the Timrod Park Neighborhood. The boundaries of the Timrod Park Residential District are shown on the preceding page.

Within the Timrod Park Residential District the permitted uses are determined by the underlying, or primary, zoning district. All zoning and/or change in zoning requests shall be heard and acted upon by the City Planning Commission in compliance with the *Unified Development Ordinance of the City of Florence*.

General Guidelines

For the Timrod Park Residential District, Certificates of Appropriateness are issued by the Design Review Board or the Downtown Planning Coordinator for all actions set out in Section 6-21.4.C of the *Unified Development Ordinance of the City of Florence*.

Storefront Security

In order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the overlay districts. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. Interior security measures in windows and doors do not require Board review. Metal security grilles finished in dark colors may be permitted with Board approval on rear windows and doors only.

Certificate of Appropriateness: Criteria for Issuance

In considering the issue of appropriateness for the district, the Design Review Board and the Downtown Planning Coordinator shall use the following criteria:

1. The historic and significant character of the property should be retained and preserved;
2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved;
3. For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board;
4. Chemical or physical treatments that cause damage to or cover the original materials may not be used unless approved by the Design Review Board.
5. New additions and adjacent or related new construction should be undertaken in such a manner that if removed in the future, the essential form and integrity of the original property and its environment would be unimpaired;
6. The height of any alteration or construction should be compatible with the style and character of the proposed or modified structure or building and with the surrounding buildings and structures;
7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings;
8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures;
9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures;
10. Landscaping should be added that enhances the property and provides for green space and appropriate buffering between land uses and/or property boundaries;
11. The scale of buildings or structures after alteration, construction, or partial demolition should be compatible with the style and character of surrounding buildings and structures;
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures.

7: Food, Artisan, and Warehouse District (FAWD) Design Guidelines

Purpose and Intent

The intent of the Food, Artisan, and Warehouse District is to create a district that will foster and promote a mixed land use that incorporates small industrial food and beverage manufacturing, restaurants, food retail, farmers' markets, coffee roasting, light industrial furniture making, and a variety of other artisan manufacturing land uses within the fabric of the downtown and in close proximity to local neighborhoods. This district will establish access to fresh foods, locally grown produce, and locally manufactured goods to the urban residential neighborhoods of the City of Florence. The Food, Artisan, and Warehouse District will:

1. Encourage an environment for commercial, retail, employment, service, and artisan manufacturing;
2. Promote pedestrian/bicycle access within the downtown districts and local neighborhoods;
3. Promote pedestrian/bicycle connectivity to the City of Florence Trail System;
4. Encourage design standards that reflect the cultural and historic architectural elements of the district, promote creative and interesting design, and complement the adjacent neighborhoods.

Food, Artisan, and Warehouse District Area

The Food, Artisan, and Warehouse District runs as a corridor along NB Baroody Street from Railroad Street on the east to Chase Street on the west and shall include all parcels shown on the map in Appendix D.

Food, Artisan, and Warehouse District Land Uses

All land uses allowed in the underlying zoning districts are permitted within the Food, Artisan, and Warehouse District. In addition to the existing zoning, light food and beverage manufacturing, farmers' markets, open air markets, food hubs, commercial kitchens, and/or any artisan manufacturing uses are permitted.

Any use not specifically stated within the definition must be approved by the Design Review Board in concurrence with staff and the Downtown Planning Coordinator.

Food, Artisan, and Warehouse District Development Standards

- Minimum Lot Area: n/a
- Minimum Lot Width: 25 feet
- Maximum Building Height: see *City of Florence Design Guidelines*
- Maximum Floor Area Ratio: n/a

Building setbacks in the Food, Artisan, and Warehouse District shall be subject to the following:

Build to line. For all development in the Food, Artisan, and Warehouse District, primary structures shall be built on the front property line (the “build-to” line). Portions of the façade that are recessed for recessed front entrances are permitted to be set back from the build-to line by up to three feet. All buildings shall meet these requirements, except under the following conditions:

- a. Where there is an existing public sidewalk, adjacent to the development, the building must be set back in order to provide the additional space to extend the sidewalk onto the private lot to construct a sidewalk of the same width as existing and in no case less than eight feet in width. In this case, the building shall be constructed to a build-to line that is coterminous with the edge of the sidewalk that is provided on the private lot.
- b. Where the use is established in an existing building that exceeds the build-to line as of the effective date of this Ordinance, the existing building may:
 - i. Remain in its current location, utilizing the front setback as:
 1. A yard or courtyard;
 2. Public plaza or outdoor service area (e.g. outdoor seating for a restaurant, outdoor display area for a retail store, etc.); or
 - ii. Be extended to the build-to line provided it:
 1. Is a conforming use; and
 2. Complies with (a.) above (e.g. provision for a public sidewalk).
- c. Where the average setback of buildings along the block front or, in the instance of a corner block, along one or both block fronts, exceeds the build-to line. In this case, the building may be:
 - i. Constructed at the build-to line; or
 - ii. Set back to match the average front setback along the same side of the same street segment in the same zoning district, provided that the lot proposed for development or redevelopment is not counted in the calculation.
- d. Buildings may be set back up to a distance of 20 feet from the build-to line in order to provide a designated public plaza or outdoor service area according to the following standards:
 - i. The public plaza or outdoor service area shall be designated upon development approval and maintained as a publicly accessible space.
 - ii. Any service uses that take place in the designated setback area must directly relate to the activity of the primary ground floor use (e.g. outdoor seating for a restaurant, outdoor display area for a retail store, etc.).
 - iii. When the area is not being used as an outdoor service area, it shall remain generally accessible to the public and function as an extension of the public sidewalk environment.

Food, Artisan, and Warehouse District Signs

- a. Signs are an important part of the identity of any business. Modern technology has extended the range of possible materials and treatments available to business owners.

- b. The following materials are recommended:
- Wood (carved, sandblasted, etched, and properly sealed, primed, and painted or stained);
 - Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion);
 - High density pre-formed foam or similar material. New materials may be very appropriate if properly designed in a manner consistent with these guidelines and painted or otherwise finished to complement the architecture;
 - Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types;
 - Sign material should be compatible with the design of the face of the façade where it is to be placed.
- c. Flashing signs are not permitted. Back-lit and internally lit signs may be used if approved by the Design Review Board and will be allowed only when they complement the existing façade and surrounding structures, and are consistent with the objectives of the Design Guidelines.
- d. Regulation of signs by type and characteristics shall meet the City of Florence Design Guidelines.
- e. It is the intent of the Food, Artisan and Warehouse District to promote creative sign design that is in harmony with the architecture and style of the proposed development.

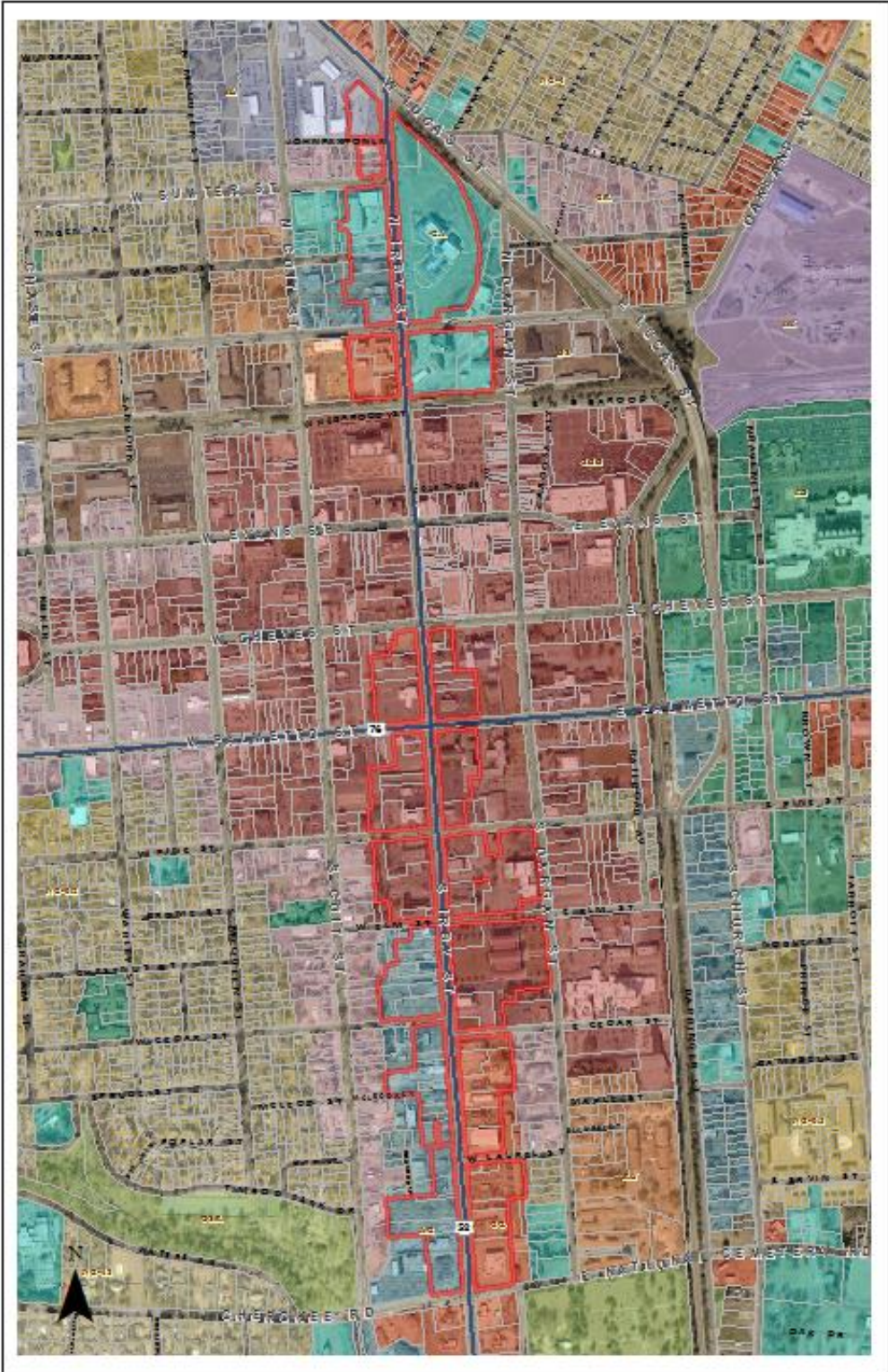
Storefront Security

In order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the overlay districts. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. Interior security measures in windows and doors do not require Board review. Metal security grilles finished in dark colors may be permitted with Board approval on rear windows and doors only.

Food, Artisan, and Warehouse District Defined

Artisan Manufacturing: means the shared or individual use of hand tools, mechanical tools, and electronic tools for the manufacture of finished products or parts including design, processing, fabrication, assembly, treatment, and packaging of products, as well as the incidental storage, sales, and distribution of such products. Typical artisan manufacturing uses include, but are not limited to: food and bakery products; nonalcoholic beverages; brewpubs; microbreweries; micro-distilleries; printmaking; leather products; jewelry and clothing/apparel; metal work; furniture; glass or ceramic production; and paper manufacturing. Artisan manufacturing does not include any activity that causes noise, odor, or vibration to be detectable on a neighboring property.

8: Irby Street Corridor Overlay District (IS-COD) Design Guidelines



Purpose and intent

The intent of the Irby Street Corridor Overlay District is to foster redevelopment of properties adjacent to the US Highway 52/ Irby Street Corridor for the purpose of creating and maintaining a safe, efficient, functional and attractive corridor through the City of Florence Downtown. This overlay district is inclusive of and builds upon downtown overlay districts as adopted in 2005 as part of the revitalization of Downtown Florence. Furthermore, this overlay district will encourage redevelopment of existing structures in a manner which enhances the character of the corridor, reduces conflict between pedestrian and vehicular traffic, and promotes a viable commercial corridor through Downtown Florence.

Irby Street Corridor Overlay District – Underlying Overlay Districts

Portions of the Irby Street Corridor District are also incorporated into the D-1, Downtown Redevelopment District; D-2, Downtown Central District; and D-3, Arts and Cultural District. In the event that the provisions of the Irby Street Corridor Overlay District conflict with the underlying overlay district; or, if they address subject matter not addressed by this district, the more restrictive provision shall control.

Irby Street Corridor Overlay District - Area

The boundary of the Irby Street Corridor Overlay District shall include all parcels shown on the map thereof which is attached hereto and incorporated herein as Appendix 6 of the Design Guidelines.

Irby Street Corridor Overlay District - Land Uses

The district shall allow all uses permitted in the underlying zoning district with the exception of heavy automobile repair, outdoor vehicular or building supply display areas, and self-storage/moving vehicle rental. Land use decisions shall take into account functionally similar per Section 1-2.7.8 of the *City of Florence Unified Development Ordinance*.

Irby Street Corridor Overlay District - Materials

- a. The following materials are to be used on the exterior of the building:
 - Brick
 - Stone
 - Stucco
 - Glass
 - Cementitious siding
 - Split shakes (as a complementary feature)
 - Board and Batten wood (exterior)

- Architectural Block
- Combination of these materials

Exterior building materials shall not include the following:

- Rough sawn wood
 - Heavily textured stucco
 - Field painted or pre-finished corrugated metal siding
 - “Mirrored” or opaque glass
 - Standard single or double tee concrete system
 - Exposed unfinished cinder block or similar materials
 - Vinyl, as an accent material, may be approved by the Design Review Board
- b. Awnings: Awnings are an excellent way to introduce color and texture into the commercial street/building environment. Within this district, only fabric awnings are recommended. Awning colors should be compatible with the proposed color scheme of the project and complement the intent of the district. Backlit or plastic awnings are not permitted.
- c. Color: The color of buildings in the Irby Street Corridor Overlay District should complement the colors of adjacent buildings. Buildings should use primarily earth tones, with light and bright colors used only as minor accents.

Irby Street Corridor Overlay District - Landscape

Landscape requirements will help define commercial spaces and soften the visual impact of site improvements. These requirements shall comply with the underlying zoning district per the city’s *Unified Development Ordinance*, the purpose of which is to reduce visibility of paved areas from the public right-of-way and adjacent properties as well as enhance public safety by creating a division between pedestrian and vehicular traffic.

It is recommended that additional landscaping be provided along and against all buildings. The site should incorporate canopy trees that coordinate with the placement of signage and storefront windows. At the time of development or redevelopment a landscape plan is required for all projects. Landscape areas may include trees, shrubs, flowering perennials, ornamental tall grass, vegetative groundcovers, fountains, water features, decorative stonework, planters, sculpture, and decorative paving.

Irby Street Corridor Overlay District – Fencing and Screening

Fencing and screening devices are to be utilized to protect the privacy of adjacent permitted uses and reduce visual clutter according to the following standards:

- a. Dumpsters and mechanical or utility equipment shall be screened from view from any public right-of-way and shall not be located in the front or street-side yards.
- i. Dumpster screening shall comply with the following standards:
1. Dumpsters shall be located no more than 200 feet (walking distance) from the individual uses that they are intended to serve;

2. Dumpsters shall be fully enclosed by an opaque wall constructed of brick, stone, or stucco-finished concrete block, to a height of one foot above the top of the dumpster.
 3. The enclosures shall provide the following types of access:
 - a) Service gates which remain closed at all times except when the dumpster or garbage bins are being serviced; and
 - b) Separate pedestrian access gates or a pedestrian access opening that screens the dumpster from view.
 4. Mechanical or utility equipment shall be screened from view from any public right-of-way by an opaque wall constructed of brick, stone, or stucco-finished concrete block; a vegetative screen of sufficient height and opacity to screen the equipment within three years of installation; or a combination of the aforementioned methods.
- b. Fences and walls shall comply with the following standards:
- i. Fence and wall height, setback, and transparency requirements shall follow Division 3-8.2.2 of the *Unified Development Ordinance*.
 - ii. Materials for fences and walls shall include wood, ornamental wrought iron or powder-coated aluminum; cement fiberboard; composite materials; masonry; or a combination of these materials.
 - iii. Stockade, unfinished concrete block, sheet metal, vinyl or plastic, and chain link fences are prohibited.

Irby Street Corridor Overlay District - Signs

It is the intent of this section to provide for appropriate and adequate signage in an effort to promote creative signage design while limiting the number, size, and height of signage. Signs shall be an integral part of the building elevation and site plan. Attached wall signs and freestanding monument signs be harmonious with one another as well as the architecture of the building and surrounding buildings.

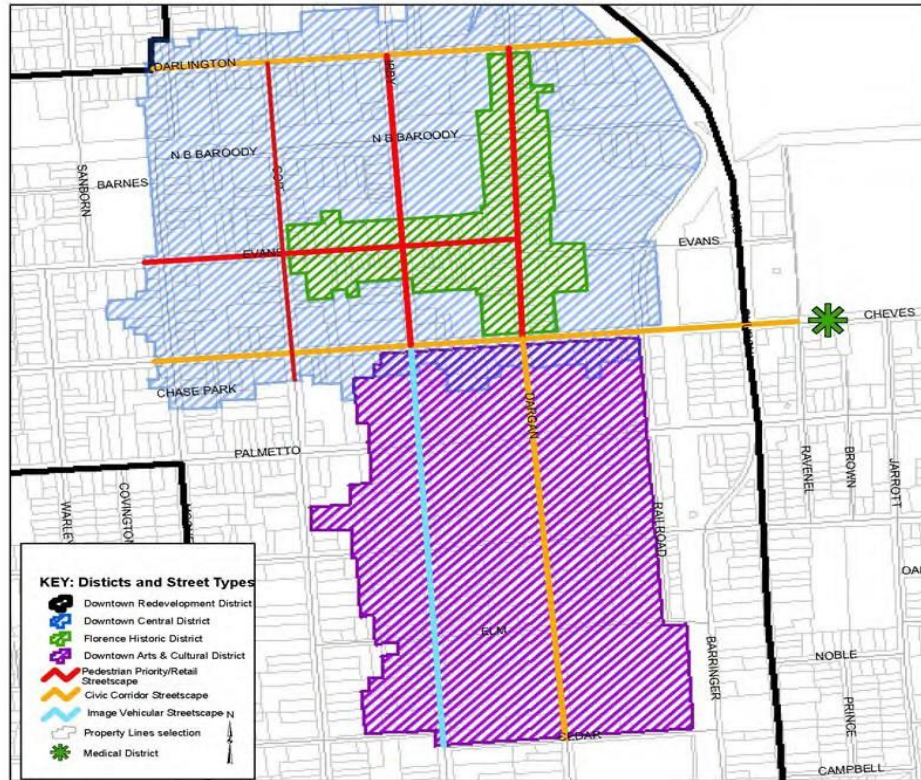
- a. Signage shall comply with the following standards:
- i. Sign material shall be:
 1. wood (carved, sandblasted, etched, and properly sealed, primed, and painted or stained);
 2. metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion);
 3. high density pre-formed foam, channel lettering, or routed vinyl lettering may be appropriate if properly designed in a manner consistent with these guidelines and painted or otherwise finished to complement the architecture;
 4. Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types;
 5. Sign material should be compatible with the design of the face of the façade where it is to be placed.
 - ii. Flashing signs are not permitted. Back-lit and internally lit signs may be used if approved by the Design Review Board and will be allowed only when they complement the existing façade and surrounding structures, and are consistent with the objectives of the Design Guidelines
 - iii. Attached (building) signs:
 1. Each tenant shall be allowed a maximum of two attached signs. Attached signs shall be above a building entrance or at other locations that are consistent with the architectural features of a building.
 2. Building signs may consist of wall signs, awning signs, canopy signs, or projecting signs covering a maximum of 10 percent of the surface area of the façade to which it is attached (per tenant wall).

3. Any projecting sign mounted perpendicular to a building wall shall not exceed 12 square feet in area. Projecting signs shall not project more than 4 feet from the building face, with a minimum clearance of 8 feet.
- iv. Freestanding signs:
1. Freestanding signs on properties within the district, which also intersect with the D-2 or D-3 overlay districts, shall be of monument style and shall comply with the following standards:
 - a) Monument signs shall have a minimum setback of 5 feet from all property lines and not exceed 80 square feet in area with maximum dimensions (to include base and surrounds or supports) of 12 feet in width, and 8 feet in height.
 - b) Monument signs shall be primarily constructed of materials matching the principle building.
 - c) The area surrounding the base of the monument sign shall be landscaped with perennials, ornamental grasses and or shrubs to a minimum of two feet in depth and 80 percent of the width of the sign on the facing sides.
 - d) Electronic or digital components as a design element of a sign may be allowed if it comprises less than 20 percent of the sign face. Fully electronic, digital, flashing, motorized signs, or changeable copy panels are not allowed.
 2. Freestanding signs on properties within the district, which only intersect with the D-1 overlay district, shall comply with the freestanding sign standards for the CBD zoning district per Part 5 “Sign Regulations” of the *City of Florence Unified Development Ordinance*.
 3. Billboards shall not be allowed within the district.

Storefront Security

In order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the overlay districts. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. Interior security measures in windows and doors do not require Board review. Metal security grilles finished in dark colors may be permitted with Board approval on rear windows and doors only.

9: Streetscape Design Guidelines



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 and their recommended locations.

The red lines represent Pedestrian Priority/Retail Streetscapes. The orange lines represent the Civic Corridor Streetscapes. The blue line represents the Image Vehicular Streetscape. Proposed typical street cross-sections showing recommended streetscape treatments are shown on the following pages. Streets not highlighted in color are considered Connector Streetscapes.

General information about types and families of streetscape furniture is also given to guide eventual selection of such items when public improvements are implemented. Because the proposed public improvements may 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 investments. The quality of public improvements will set the tone for the quality of private development.

Improvements for public parks are not shown in these guidelines because they provide the opportunity for site-specific design innovations. If designed properly, they should accommodate a wide variety of activities, from quiet reflection to family gatherings and large events.

All of the streets highlighted within the two main districts are either owned by the City or by the SCDOT. Typically, State standards apply for these roads. The only place where this may be a problem is within the Historic District, where wide turning radii and other requirements may not be desirable.

Variance from the standards on urban streetscapes may be resolved through negotiation, or approval in the case of the City owned streets. The following recommended standards are generally taken from Parsons Brinckerhoff's Technical Memorandum summarizing State standards for these streets:

- On four-lane streets (i.e., two travel lanes in each direction), inside travel lanes shall be no less than 11 feet in width, and outside travel lanes shall be no less than 13 feet in width to provide shared travel for both automobiles and bicycles;
- Center turn lanes shall be no less than 12 feet in width (15 feet is preferred), and may be planted in areas where left-turn access is not warranted;
- Planted medians shall have an 18-inch wide curb and gutter section with a 6-inch high barrier curb around the entire median and the interior planted area should be no less than 6 feet in width (8 feet is preferred);
- Landscaped or grass areas should be no less than 3 feet in width to provide adequate room for maintenance;
- Intersection turning radii in the urban environment shall be no less than 25 feet (greater than 30 feet is preferred).



The guidelines in this section set up basic parameters for the appearance of each type of streetscape based on the way it will be used. This is illustrated through the use of existing and proposed cross-sections showing the recommended design elements for the various streetscape treatments. Please note that the specific design elements and dimensions are illustrative of the general recommendations: it is understood that detailed design of each proposed streetscape will likely vary according to available rights-of-way, SCDOT standards, etc.

The sketch of proposed improvements to Water Street in Elizabeth City shows many of the elements of successful pedestrian-priority (retail) streetscapes: shade, texture, color, seating areas, buildings close to the street featuring display windows, and pedestrian crosswalks for safety.

Three levels of recommended streetscape treatments and the development that is likely to occur along them are defined in this section. They are: Pedestrian Priority/Retail Streets, Civic Corridor, and Image Vehicular Streets.

Pedestrian Priority/Retail Streetscapes

These streets should present the best 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 finish, including such elements as pedestrian lights, benches, trash receptacles, and more elaborate paving and landscaping. Streets with this designation include Evans from McQueen to Dargan, and Coit, Irby, and Dargan Streets from Cheves Street to Darlington Street. Depending on future development, Cheves Street from Irby Street to the railroad tracks may also receive this treatment.

Pedestrian Priority/Retail Streets should have the highest level of finish. Recommended streetscape treatments should include the following features wherever possible, as listed below and shown in the cross-section example in Appendix B.

- Unit pavers on the sidewalks;
- Wider sidewalks (10' minimum);
- Trees in grates;
- Well-marked crosswalks and crossing lights if needed;

- 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;
- Street lighting at intersections and pedestrian lighting.



This richly detailed streetscape in Portland, Oregon was created with the comfort and enjoyment of pedestrians in mind, although traffic and transit are well-integrated into the street, as well.

Image Vehicular Streetscapes



A streetscape such as this one in Portland, Oregon creates an attractive gateway for motorists entering the downtown, yet still offers pedestrians the protection of a planted area between the sidewalk and the street.

The only street in this classification is Irby Street between Cedar and Cheves Streets (from Cheves to NB Baroody, there is a Pedestrian Priority/Retail cross-section). This street carries many vehicles into or through the downtown, and there are some limits on how much lanes may be altered because Irby Street is also US Hwy. 52, and is owned and maintained by the SCDOT. This is not the type of street which will carry a great deal of pedestrian traffic, so whatever improvements are made should be aimed at moving traffic safely and efficiently, providing signage visible from vehicles, and creating an attractive landscaped edge. However, as with all downtown streets, accommodations for pedestrians should be improved with a 5 foot landscaped tree strip between the street and the sidewalks, and well-marked pedestrian crosswalks are recommended at all intersections. Although improvements to this street are not the highest priority, planning for rerouting

overhead utilities and incentives for improvements to private property should begin immediately.

Recommended public improvements for the Image Vehicular Street, Irby Street between Cedar and Cheves Streets, should include the following features wherever possible, as listed below and shown in the cross-section examples in Appendix B:

- Changing the cross-section to include a landscaped median of at least 10' in width with trees;
- A minimum 5' grass side-strip with trees;
- A minimum 5' sidewalk. Although brick paving is not necessary here, a continuous concrete sidewalk is recommended;
- Narrowing of the median for turn lanes at selected locations;
- Reduction of driveway widths, screening of parking, and aggregation of driveways wherever possible;
- Parallel parking where it now exists;
- Well-marked crosswalks at all intersections, including crossing lights at intersections that need them (to be determined);
- Attractive street lighting.

The specific design elements and dimensions of any proposed Image Vehicular Streetscape improvements along Irby Street will require extensive, detailed planning and development work and approvals from the SCDOT. Examples of the proposed Image Vehicular Streetscape cross-sections for Irby Street from Cedar to Palmetto and from Palmetto to Cheves are shown in Appendix B. An example of the proposed cross-section for the portion of Irby Street from Cheves to Darlington is included in the previous section on Pedestrian Priority/Retail Streets. Any proposed streetscape improvements on Irby Street requiring a reduction in the number or size of traffic lanes and/or addition of turn-lanes, will need to be coordinated and approved by the SCDOT, but may be considered acceptable due to the urban setting and lower traffic counts in this section of the street.

Civic Corridor Streetscapes



Because the Downtown Arts and Cultural District and the Downtown Central District are planned to become the main civic center of the community, the proposed Civic Corridor Streetscapes should be distinctive and pedestrian friendly, but will probably be less detailed than a retail street. Because of the distance between larger buildings along this street, it is not likely that people will stroll and shop as they would on a retail street. Development edges will not be continuous, but buildings should be sited close to the street with landscaping (not parking) between the buildings and the street for new development. For existing development, parking should be moved to the side or rear if possible, or screened as specified in site design guidelines. Sidewalks should be continuous for pedestrian safety and set back behind a tree planting strip. Crosswalks should be located at all intersections.

A planted median such as this would be appropriate for the Downtown Arts & Cultural District to highlight the importance of this civic heart of the community.

The recommended Civic Corridor Streetscape cross-sections proposed for Dargan, Cheves, and Darlington Streets are similar to that of the proposed Image Vehicular Streetscape along Irby Street, but the level of finish should be higher and the walks should be wider. These streets should balance vehicular and pedestrian circulation needs, providing an attractive and safe environment for both. Detailed design of the recommended streetscape improvements on non-city portions of these streets will need to be coordinated and approved by SCDOT.

Recommended public improvements for Civic Corridor Streetscapes should include the following features wherever possible, as listed below and shown in the cross-section example in Appendix B:

- These streets should balance vehicular and pedestrian circulation needs, providing an attractive and safe environment for both;
- Sidewalks of 6'-8' set behind grass strips (these will vary with the available right of way) with trees between the sidewalk and the curb. Existing healthy trees should be saved if possible;
- Unit pavers on the walks are recommended;
- Well-marked crosswalks with crossing lights where needed;
- A landscaped median with trees is shown. On these streets, more elaborate treatment of the median may be appropriate, including perennials, ornamental grasses, annual flowering plant accents, and so on;
- Street lighting and pedestrian lighting, or higher double-headed pedestrian lights with banner arms might be appropriate.



Connector Streetscapes

Connector Streetscapes include the remainder of the streets within the two districts, including McQueen, Railroad, Pine, Elm, Cedar, and NB Baroody Streets. Signage along the downtown connectors and the pedestrian priority streets should clearly direct motorists to parking lots with access off these streets. Site guidelines for the districts will improve the appearance of parking lots and buildings along these streets. Connector streets should have continuous concrete sidewalks, pedestrian lights, and tree strips between the sidewalk and the street wherever possible. If overhead electrical lines cannot be buried, then moving them to the rear of buildings or consolidating them should be investigated. Recommended improvements for Connector Streetscapes should include the following features, wherever possible:

All secondary and connector streets within the master plan area should eventually have continuous sidewalks, curb and gutter, and street trees. Electrical lines can be rerouted to the back of properties to make tree planting possible.

- Narrow (4-5') concrete sidewalks behind grass strips planted with trees;
- Screening of parking areas;
- Pedestrian connections between parking areas and buildings and between parking areas and the adjacent sidewalks;
- Curb and gutter;
- Improved signage directing motorists to parking areas;
- Street lighting. Pedestrian lights should be adequate given the width of most of these streets and the traffic levels, perhaps supplemented with street lights at intersections;

- .Where downtown streets are bordered by railroad tracks, additional screening elements should be required. A 30-36" hedge or other landscaping is recommended to screen the tracks. The best treatment would be a 30" chain link fence with a row of hedges on each side. This will prevent pedestrians from cutting through the tracks, and will also ensure healthy and uninterrupted growth of the hedges. If space allows, a row of trees can also be planted.

Appendices

A. The Ten Standards for Rehabilitation

B. Streetscape Treatment Examples

C. Downtown District Maps

D. Ordinances

Appendix A

The Ten Standards for Rehabilitation

The National Park Service has assembled a series of standards to guide renovation and restoration of historic structures. These are called the Standards for Rehabilitation and are based on ten principles created to help preserve the distinctive character of a historic building and its site while allowing for reasonable changes to meet new needs. 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.¹

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces 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 architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic 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 feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. 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 that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic 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.

¹ *The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.* Washington: U.S. Government Printing Office, 1990, p. 6

Appendix B

Streetscape Treatment Examples

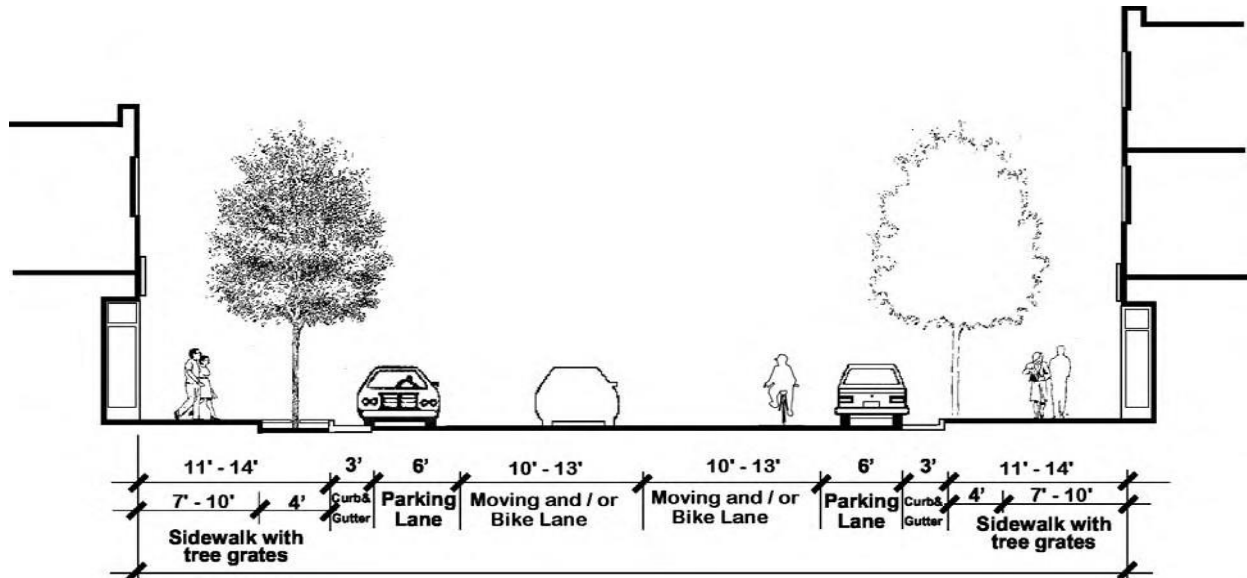
Example 1: Pedestrian Priority / Retail Streetscape Treatments

Example 2: Image Vehicular Streetscape Treatments: Four Lane Streets

Example 3: Image Vehicular Streetscape Treatments: Two Lane Streets

Example 4: Civic Corridor Streetscape Treatments

Example 1: Design Elements for Pedestrian Priority/Retail Streetscape Treatments



Right of way (varies 60' - 72')

Example 2: Design Elements for Image Vehicular Streetscape Treatments:

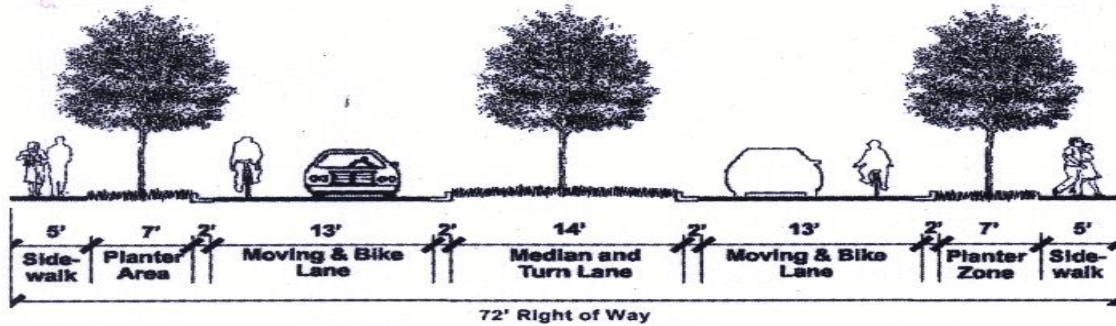
Four Lane Streets



* 5'	* 5'	*2*	11'	*	11'	*2*	10'	*2*	11'	*	11'
2	5'	* 5'	*								
Side	Tree	Curb	Moving	Moving	Curb	Center	Curb	Moving	Moving		
82' Right of Way											

Example 3: Design Elements for Image Vehicular Streetscape Treatments:

Two Lane Streets



Example 4: Design Elements for Civic Corridor Streetscape Treatments



* 6' - 8' *	5'	*2*	13' - 14'	*2*	12'-14'	*2*	13' - 14'	*2*	5'	* 6' - 8' *	
Side Walk	Tree Strip	Curb	Bike Moving Lane	Curb	Median and Turn lane	Curb	Moving Lane	Bike Lane	Curb	Tree Strip	Side Walk
72' Right of Way											

Appendix C: Overlay District Maps

D-1: Redevelopment Overlay District

H-1: Historic Overlay District

D-2: Downtown Central Overlay District

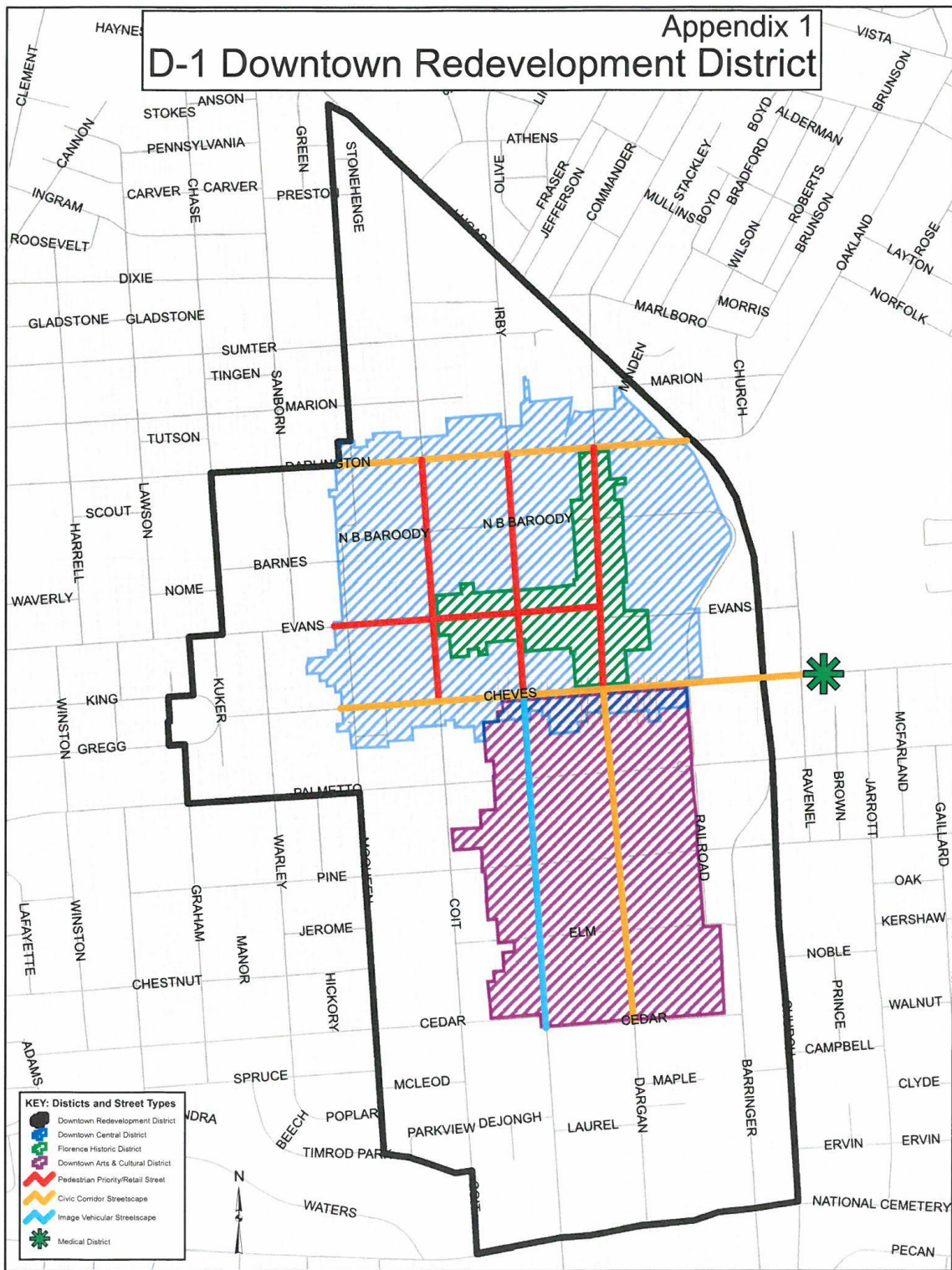
D-3: Arts and Cultural Overlay District

D-4: Timrod Park Overlay District

W-1: Food, Artisan, and Warehouse District

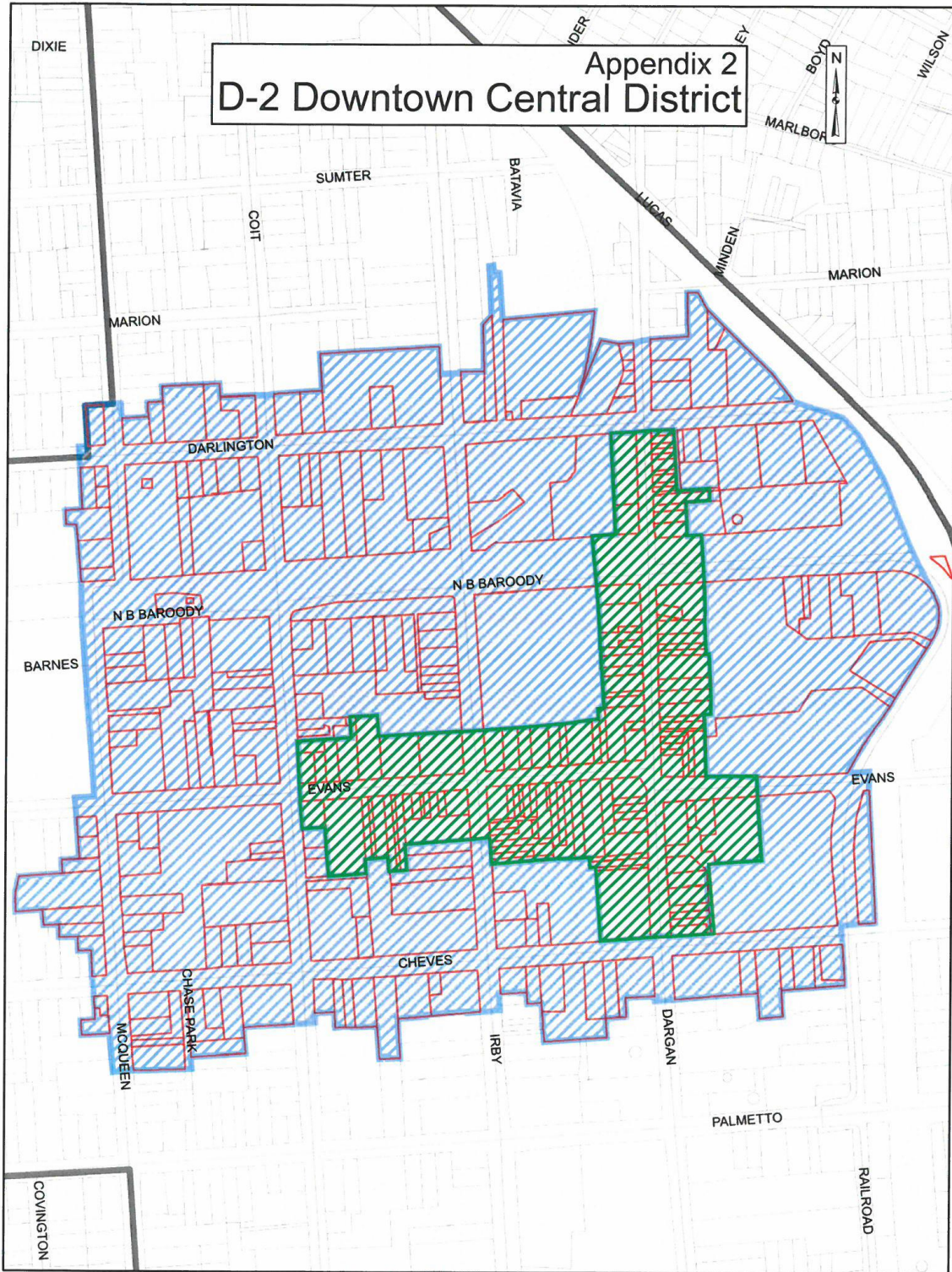
ISCOD: Irby Street Corridor Overlay District

Appendix 1 D-1 Downtown Redevelopment District

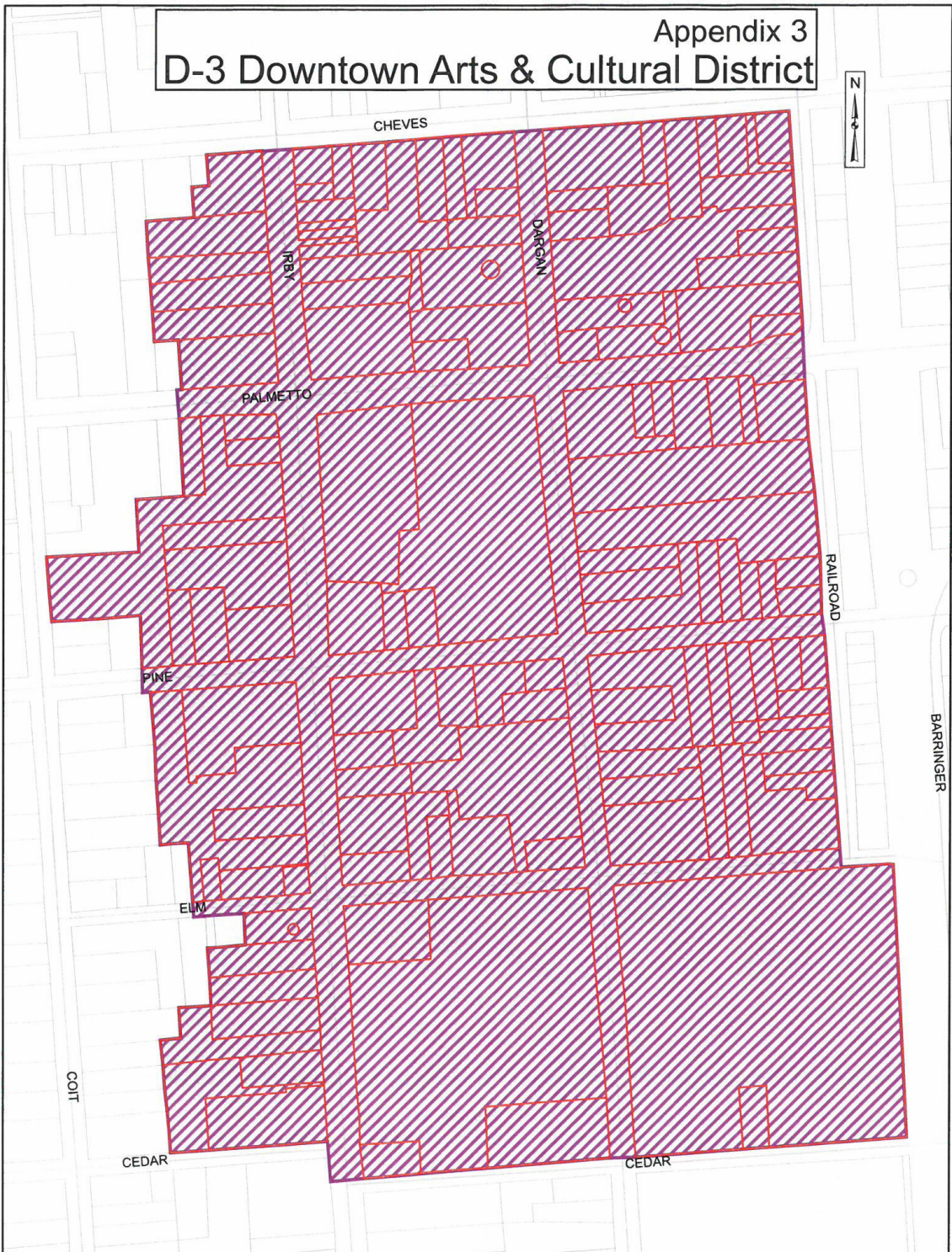


Appendix 4
H-1 Florence Historic District



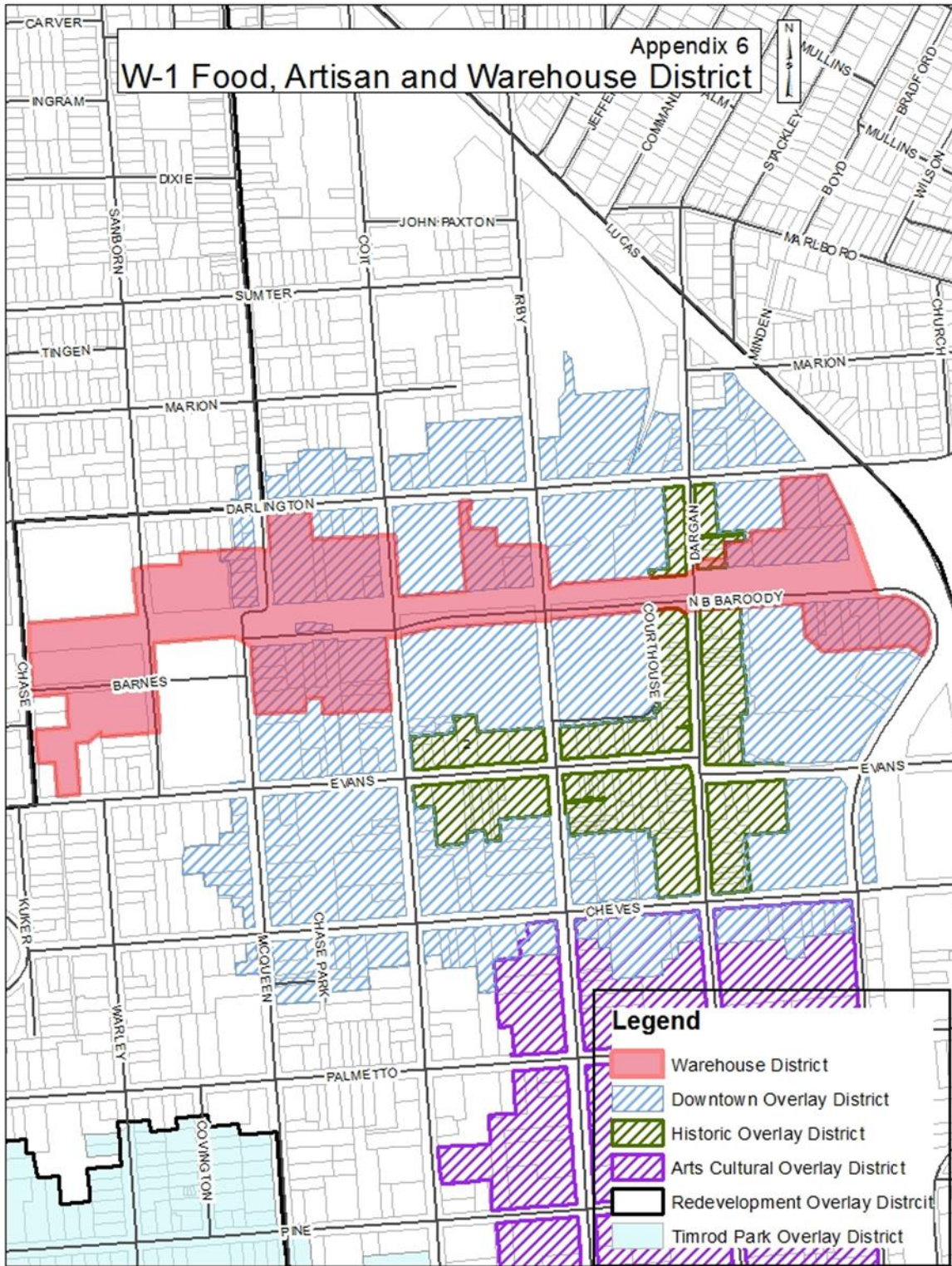


Appendix 3
D-3 Downtown Arts & Cultural District

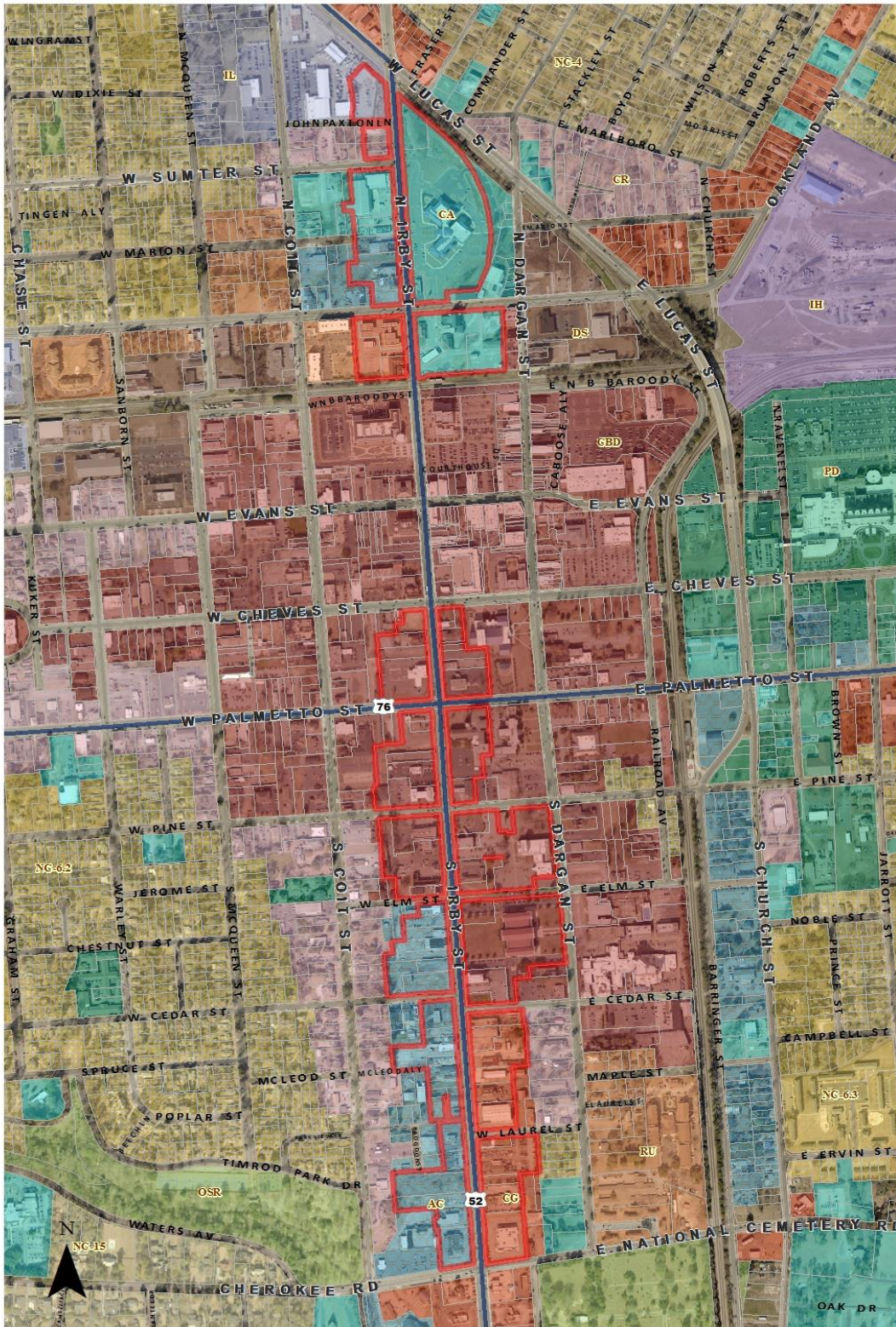


D-4: Timrod Park Overlay District





ISCOD: Irby Street Corridor Overlay District



APPENDIX D: AMENDMENTS

ORDINANCE	DESCRIPTION	DATE ADOPTED
<i>To the Design Guidelines for Downtown Florence, South Carolina:</i>		
2007-11	Amend the <i>City of Florence Design Guidelines</i> for downtown Florence by adding guidelines applicable to the Timrod Park Residential District.	Feb. 19, 2007
2007-20	Amend the <i>City of Florence Design Guidelines</i> relating to business signage.	April 9, 2007
<i>To the City of Florence Zoning Ordinance</i>		
2005-14	Amend the consolidated <i>Zoning Ordinance</i> by adding Section 2.9 to the existing ordinance in order to create downtown overlay districts associated with design guidelines and to provide for their enforcement and administration.	June 13, 2005
2007-09	Amend Section 2.9 of the consolidated <i>Zoning Ordinance</i> to enable more efficient administration.	Feb. 19, 2007
2007-10	Amend Section 2.9-2 of the consolidated <i>Zoning Ordinance</i> by adding to the existing ordinance in order to create the Timrod Park Residential Overlay District associated with design guidelines and to provide for their enforcement and administration.	Feb. 19, 2007
2015-01	Amend Section 2.9-4 of the consolidated <i>Zoning Ordinance</i> to establish a limited exception to the requirement of a Certificate of Appropriateness for major governmental construction projects.	Jan. 12, 2015
2016-19	Amend the <i>City of Florence Zoning Ordinance</i> Article 2, Section 2.9 Florence Overlay Districts by adding Section 2.9-12 expiration of Certificate of Appropriateness	June 13, 2016

2016-24	Amend the <i>City of Florence Zoning Ordinance</i> Sections 2.9-4 and 2.9-8 regarding requirements of a Certificate of Appropriateness for the removal of trees and/or shrubs of a certain size.	June 13, 2016
2017-05	Amend Article 2, Section 2.9-2 Florence Downtown Overlay Districts of the <i>City of Florence Zoning Ordinance</i> and amend the <i>City of Florence Design Guidelines</i> to add the Overlay District to be referred to as the “Food, Artisan, and Warehouse District”	March 13, 2017
2019-22	Amend Article 2, Section 1-2.4.2 Establishment of Downtown Overlay Districts of the City of Florence <i>Unified Development Ordinance</i> , and amend the <i>City of Florence Design Guidelines</i> to add the Overlay District to be referred to as the “Irby Street Corridor Overlay District”	June 10, 2019
To the <i>Code of Ordinances of the City of Florence, South Carolina</i>		
2005-16	Amend Chapter 16 of the <i>Code of Ordinances of the City Of Florence, South Carolina</i> by adding an Article III to establish the City of Florence Design Review Board	June 13, 2005