

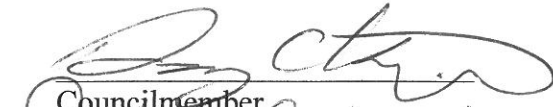
**AN ORDINANCE TO AMEND THE CITY OF PEMBROKE ORDINANCES
TO PROVIDE FOR DESIGN GUIDELINES
IN THE DOWNTOWN DEVELOPMENT AUTHORITY CENTRALIZED
BUSINESS DISTRICT**

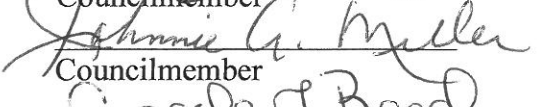
WHEREAS, The City of Pembroke enacted an ordinance, which now appears in Title 6 Planning & Development, in the City of Pembroke Code of Ordinances and it now appears necessary that the ordinance be amended to provide for changing conditions.

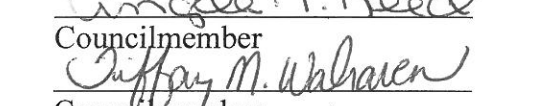
WHEREAS, The City of Pembroke Better Hometown and Downtown Development Authority have determined the need to improve the economic vitality of Downtown Pembroke through comprehensive design, promotion, business retention, and business development.

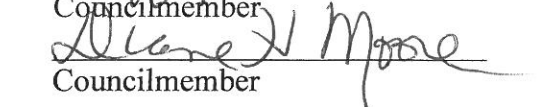
NOW THEREFORE, be it resolved and ordained by the City of Pembroke, Georgia City Council that Title 6 of this ordinance is amended to add Chapter 8 entitled "Downtown Design Guidelines" to become effective on June 14, 2011. This Ordinance is more identically identified as Appendix H in the City of Pembroke Zoning Ordinance.

Be it hereby ordained by the City of Pembroke Mayor and Council on this the 13th day of June 2011.

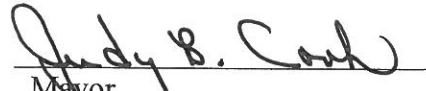


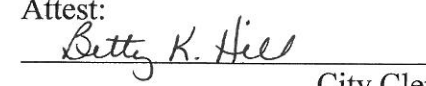
Councilmember


Councilmember


Councilmember


Councilmember



Mayor
Attest:


City Clerk

1st Reading – May 9, 2011
2nd Reading & Adoption - June 13, 2011

Title 6, Chapter 8

CITY OF PEMBROKE

**DOWNTOWN DESIGN GUIDELINES FOR THE
CENTRALIZED BUSINESS DISTRICT**

Sec. 6-8-1

Section 1 - Introduction.

The Better Hometown Program and Downtown Development Authority recognize the increasing need to improve the economic vitality of the Centralized Business District of Downtown Pembroke, Georgia through comprehensive design, promotion, business retention, and business development. In furtherance of such need, the Design Guidelines contained herein have been adopted. An attractive image is the key to the success of any commercial business district. Façade and storefront improvements are one of the most successful ways of upgrading the downtown's image and effectively attract more business in the downtown. Often times, improvements are not required to be costly as refreshing a coat of paint and changing a canopy are minimal expenses. In addition, it is important to retain the unique architectural features that were put into place upon construction of the buildings. Destructive and inappropriate remodeling of a building can destroy the historical appeal of the building and the Centralized Business District.

Sec. 6-8-2

Section 2 – Definitions:

(a) Centralized Business District: For purposes of this Chapter 8 of Title 6 of the City Code of Ordinances, the Centralized Business District shall be deemed to include that portion of real property lying within the City of Pembroke which is particularly described on Appendix 1 hereto, and which is shown on the map set forth on Appendix 2 hereto;

(b) Historic Building or Historic Property: For purposes of this Chapter 8 of Title 6 of the City Code of Ordinances, a "Historic Building" or "Historic Property" means a structure, site, or work of art, including the adjacent area necessary for the property appreciation or use thereof, which is located in the Centralized Business District of Pembroke and which is deemed worthy of preservation by reason of its value to the City of Pembroke, Bryan County, the State or Georgia, or the region for one or more of the following reasons:

- I. It is an outstanding example of a structure representative of its era;
- II. It is one of the few remaining examples of a past architectural style;

- III. It is a Place or structure associated with an event or person of historic or cultural significance to the City of Pembroke, Bryan County, the State or Georgia, or the region; or
- IV. It is a site of natural or esthetic interest that is continuing to contribute to the cultural or historical development and heritage of the City of Pembroke, Bryan County, the State or Georgia, or the region.

Sec. 6-8-3

Section 3 - Rehabilitation.

(a) "Rehabilitation" is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values." For any building that falls within the set Centralized Business District. rehabilitation should follow the Secretary of the Interior's Standards for Rehabilitation Projects. These Standards have been widely used for over twenty-five years on projects across the United States. When followed, owners of income-producing properties in historic districts may be eligible for substantial tax credits for the rehabilitation work. In addition, the Standards have guided Federal, State, and local agencies in carrying out their historic preservation responsibilities on properties that are owned or controlled by each respective agency.

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

(b) Secretary of Interior's Standards for Rehabilitation

- I. 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 its building and its site and environment.
- II. The historic character of the property shall be retained and preserved. The removal of historic materials or alterations of features and spaces that characterize a building shall be avoided.
- III. 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, should not be undertaken.
- IV. Most properties change over time; those changes have acquired historic significance in their own right and shall be retained and preserved.
- V. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
- VI. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match

the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

- VII. 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.
- VIII. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- IX. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated by from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historical integrity of the property and its environment.
- X. 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.

Sec. 6-8-4

Section 4 - Façades.

(a) **Façades:** Most downtown commercial buildings built prior to World War II have façades that are made up of three parts, each serving a distinct function. Each part is critical in creating the “wholeness” of a building. Having a single part left off will create an unappealing appearance.

(b) **FAÇADE COMPONENTS**

- I. **STOREFONT:** Large hole in the façade that is filled with windows to display the store’s products. In addition, it provides access to the interior. The storefront is essentially what the naked eye will see more than anything else when walking down the sidewalk
- II. **UPPER FAÇADE:** This area falls between the storefront and the cornice presenting an overall message of the building when viewed from a distance. A great deal of architectural element is found within this section. Multi-story buildings will almost always have windows
- III. **CORNICE:** The cornice provides a cap, or finishing touch to the upper façade. Many buildings created in the early 1900’s will display elaborate architectural cornices. By the mid-1900’s, cornices became smaller and may be no more than a thin cap at the top of the façade.

(c) **REHABILITATION GUIDELINES FOR BUILDINGS**

- I Conduct pictorial research to determine the original building design and/or early changes made. Identification of the elements that still remain on the building should be made. It may require removing current materials to discover what lies beneath the outside layers.
- II. The overall 3 part building structure shall be retained in addition to any other original elements, materials or features. Restore as many of the original elements as possible which includes materials, windows, decorative details, and cornices.
- III. Existing cornices should never be removed. Repairs should be made as needed.
- IV. Missing cornices should be replaced. It is important that old photos or documents be used to determine the original style. If the original replacement cannot be financially justified, use a simplified design that uses the same architectural elements as the original.
- V. The original masonry should be retained on the building. For repairs, mortar with a high lime content should be used to prevent brick deterioration. Portland cement mix should not be used. Window openings should not be closed, reduced, or enlarged.
- VI. Repair to leaking roofs and gutter systems should be made immediately to prevent further deterioration of the building.
- VII. Damaged brick or stone should be repaired or replaced with similar materials.
- VIII. Do not sandblast brick as it hastens the deterioration by removing the hard outer surface, allowing the elements to damage the soft inner parts. This will create difficulty in cleaning the brick in the future.
- IX. The storefront should continue to be a tall display of large windows and doors. Storefronts should not be replaced with small windows or doors.
- X. Storefronts should be recessed a few inches from the outer wall surface. This creates a framing effect which keeps with the original style of historic buildings.
- XI. The storefront door should, ideally, be recessed from the rest of the storefront. This creates a very inviting feeling for the customer. If the original building did not have a recessed entrance, one should not be created.
- XII. Windows shall be made with clear glass. Window openings that have been covered should be reopened and windows should be replaced with the original style window. Vinyl windows shall not be used in historic buildings in the Centralized Business District. Wood windows should be used. If windows exist, they shall be repaired rather than replaced. The only exception shall be in the case that beyond 50% of the window is irreparable.
- XIII. Shutters shall not be added to the building unless original documentation shows that shutters once existed on the building
- XIV. Design of new elements should conform to the original configuration and materials of the storefront design.
- XV. Avoid using materials that are incompatible with the historic district. These materials include textured wood siding, unpainted wood, and/or artificial siding.
- XVI. False historical appearances such as “Colonial”, “Olde English”, “Victorian”, “Georgian”, or other theme designs that include inappropriate elements to the actual period of construction shall not be used.

- XVII. Maintain paint on wood surfaces and use appropriate paint choices to the inherent design of the building. Reference should be made to FAÇADES Section 4(f)(V) for paint and color guidelines.
- XVIII. If repairs cannot be made to the existing building elements, proper use of the original materials can be used to replace the elements. If the original materials are cost prohibitive, similar materials should be used to replicate the appearance.
- XIX. It should be determined that if decay is occurring on the building, proper measures should take place to prevent further damage to the existing products. Repairs should be made immediately.
- XX. Old painted wall signs (ghost signs) should be not covered as they add to downtown character. Preservation of these signs is desired.

(d) AWNINGS: All buildings in historic areas of the Centralized Business District have not always had awnings or canopies. Special consideration should be made to ensure that any awning or canopy will not detract from the original elements of the façade. However, they are good for hiding unattractive storefront alternations that have been made in the past.

- I. Canvas awnings should be replaced every 5-8 years unless they have been well maintained. Fading and deterioration calls for immediate replacement.
- II. Vinyl, wood, or metal awnings should not be used on buildings unless proper pictorial documentation shows its original use. Canvas should be used.
- III. New awnings should fit within individual door and storefront openings. If not placed within the opening, it shall not extend further than 1” past the opening.
- III. Awnings should not extend high above the storefront transoms. The new awning should align with neighboring awnings in height and projection from the building.
- IV. A continuous awning that spans building piers and multiple storefronts is not appropriate. Separate awnings should be installed.
- V. Do not install awnings that are illuminated from within.
- VI. Colors of the awnings should be appropriate to the colors of the building and shall meet the color guidelines set forth in FAÇADES Section 4(f)(V).
- VII. Traditional valance shapes of wavy, straight, or scalloped should be used.

(e) SIGNS

- I. Signage shall meet the guidelines as set forth within Appendix B of the City of Pembroke Sign Ordinance (Chapter of Title 5 of the City Code of Ordinances).
- II. Signs should be considered an overall graphic system for the building. The building’s form, name, and outstanding features should support the advertising function of the sign. Signs should complement the buildings rather than work against them.
- III. New signs should respect the size, scale, and historic design of the building.
- IV. New signs should respect neighboring buildings. They shall not shadow or overpower adjacent structures.
- V. New signs shall not obscure significant features of a historic building. Signs above a storefront should fall within the historic signboard.

- VI. Sign materials should be compatible with the historic building.
- VII. New signs should be carefully placed on the building's exterior in order to preserve the original building and in such a manner to assure the safety of pedestrians. Fittings should penetrate the mortar rather than the brick
- VIII. Historic signs should be retained whenever possible.

(f) PAINT

- I. Existing unpainted masonry shall not be painted. Exceptions may be made for severely damaged brick or if the masonry is heavily stained and cannot be cleaned.
- II. Do not attempt to clean paint from brick if the building has always been painted.
- III. All wood structures and wood trim shall remain painted. Preparation for re-painting includes scraping to reveal the original architectural details, if present. Wood should not be cleaned by sandblasting, or using pressurized steam or water.
- IV. Paint colors are to be chosen to blend and complement the overall scheme of the buildings that lie on its street. Contemporary colors and single colors are to be avoided. The selection of the paint palette should correspond to the architecture of the building.
- V. No color other than those shown on Appendix 3 to this Chapter 8, or shades of those colors which are substantially similar, shall be used in the Centralized Business District. Careful selection of color schemes have been performed to help take the guesswork out of color selection.
- VI. Quality paint should be chosen and should be compatible with the existing. Oil based primer should be used on existing surfaces if the original paint type is unknown or if switching from oil to latex. Metal surfaces should be appropriately primed with an oil based primer.
- VII. Building trim should be painted a complementary color that is lighter or darker than the actual building color. The goal is to define the trim elements (cornices, storefronts, window frames, doors, etc.) without overpowering the remainder of the building.
- VIII. Use one main trim color with an option of a secondary accent color to define the details. Color must be chosen from the designated scheme set forth above.

APPENDIX 1

CENTRALIZED BUSINESS DISTRICT

APPENDIX 2

MAP OF CENTRALIZED BUSINESS DISTRICT

APPENDIX 3: COLOR PALETTE FOR CENTRALIZED BUSINESS DISTRICT

