

GUIDELINES FOR WYLAM COMMERCIAL REVITALIZATION DISTRICT

Article I. General Purpose

The purpose of the Wylam Commercial Revitalization District project is to revitalize, the commercial district of Wylam and to recover as nearly as economically feasible the architectural style indigenous to the district through repairs and renovation. Owners are not expected to accomplish expensive or historical type renovations to the basic structure, surface or fronts since this is a commercial revitalization project and not a historical district renovation. There is no intent to impose expenses building owners that are out of proportion to the return on investment from property. It is the intent that these guidelines will allow and encourage uniformity, distinction, and variety of good design while supporting commercial efforts designed to meet the specific needs of the present Wylam market. None of the following guidelines are to materially compromise the security of individual buildings, the businesses contained within or the employees thereof.

These requirements are to be applied to all structures in the District, whether occupied or vacant. Drawings of any proposed repair, replacement or alteration shall be submitted for review, by the City's Design Review Committee prior to issuance of a building permit, fabrication, or installation. General maintenance and repair to buildings and properties which do not involve changes in design, form, color or materials, need not be submitted for review, however, any building permit must be reviewed and approved.

Article II. Rehabilitation of Existing Commercial Properties

The following standards shall be applied to all existing commercial (non-residential) structures whether occupied or vacant in the commercial rehabilitation area. These standards shall apply to properties whose owners or tenants are seeking approval for rebates for rehabilitation work from the Design Review Committee.

A. Store Fronts and Show Windows

- (1) A store front shall include the building face, entrances, porches and areas leading to the door, including sidelights, transoms, display platform devices, including lighting and signage designed to be viewed from the public right-of-way or parking lots.
- (2) All show windows and entrances, including signs, lighting, sun protection porches, security grilles, etc., shall be compatible and harmonious with the scale and character of the structure.
- (3) Show windows with trim, mullions or muntins shall be harmonious with the

entire facade.

- (4) Closed or covered store fronts shall be permitted, provided they are wood and the closure(s) properly framed within openings and they are treated as an integral part of building facade using wall materials and window detailing compatible with the upper floors, or other building surfaces; all damaged, sagging or otherwise deteriorated store fronts, show windows or entrances shall be repaired or replaced.

B. Windows

- (1) Replace missing or irreparable windows and show windows on significant facades with materials that are compatible with the design, scale and character of the building. Major changes in the fenestration, defined as the arrangement of doors and windows on primary facades, are generally not permitted.
- (2) Windows not in the front of buildings shall be kept properly repaired or, may be closed, except where side or rear facade is also a primary facade in which case, sills, lintels and frame must be removed and the opening properly closed using materials that are compatible with the adjacent wall.
- (3) All windows must be tight fitting and have sashes of proper size and design to be compatible and harmonious with the design, scale and character of the structure. Sashes with rotten wood and/or deteriorated metal, broken joints or loose mullions or muntins shall be repaired or replaced. All broken and missing window glass shall be replaced with new glass, glass substitutes or other type materials compatible to the design, scale and character of the building.
- (4) Window openings in upper floors of the front of the building shall be repaired, replaced or filled using glass, glass substitutes or other materials compatible to the design, scale and character of the building.
- (5) Transoms, light receiving windows above show windows, and clerestories will be repaired or properly closed to match the renovated store facade retaining the original shape when possible through the use of glass, glass substitutes, sign bands or decorative panels or other materials compatible to the design, scale, and character of the building.
- (6) If ceilings, partitions and other interior elements terminate inside the window area, and are visible through the window from the exterior edge, they shall be stopped short of the glass and the exterior edge or face shall be treated in such a manner so as not to be obvious from the exterior.

C. Building Fronts, Sides and Rears Abutting Streets, Public Parking Lots or Public Areas

- (1) All structural and decorative elements of building fronts, sides and rears abutting and/or prominently visible from streets public improvement areas shall be repaired or replaced keeping with the design, scale and character of the buildings. Rotten, deteriorated or weakened portions shall be removed, repaired or replaced to match as closely as possible with the design, scale and character of the building.
- (2) All exterior front, side or rear walls which have been wholly or partially resurfaced or built over shall be repaired and/or improved in an acceptable manner. Unpainted masonry walls may be painted where necessary to conceal mixed material or patched wall coverings. The painting of natural brick in good condition is generally not permitted. The use of a full range of colors is acceptable as long as they are in harmony with the character of the building and the surrounding structures an area. Samples of all colors shall be submitted with proposed improvement plans. Patched walls shall match as nearly as possible the existing adjacent surfaces as to materials, texture, color, bond and jointing.
- (3) Applied facing material shall be treated as follows: If original, it shall be painted and/or repaired as necessary according to the standards set forth in these architectural guidelines; if not original and in need of significant repair, it shall be repaired if possible or removed and replaced by new facing material, in keeping with the design, scale and character of the building.
- (4) Existing miscellaneous elements on the building fronts such as empty electrical conduit, unused sign brackets, etc., shall be removed and building surface repaired, or rebuilt as required to match adjacent surfaces.
- (5) Sheet metal gutters, downspouts and copings shall be repaired or replaced as necessary and shall be neatly located and securely installed. Gutters and downspouts that require painting shall be painted to harmonize with the other building front elements.
- (6) Security apparatus such as permanent 1/2" expanded metal grilles and interior bars, expanding fences, shutters and roll down security doors are permitted provided they are made to harmonize with the building front. Alarm and monitoring systems are to be mounted in such a way as not to compromise their effectiveness. The casings or housings holding roll down security doors or shutters may extend past the building front provided they are in harmony with the design, scale and character of the building.

D. Signs

- (1) Flat signs shall be parallel to the building face and shall not project more than 12" from the surface of the building and shall not exceed in area two times the width in feet of the frontage of the building. Flat signs shall be placed no higher than the bottom of the second story window where windows exist or approximately fourteen (14) feet above grade level for single story buildings. Flat and band signs are permitted over the transoms and light receiving areas above the show windows or clerestories provided they adhere to the original shape of what they replace and fit with the design, scale and character of the building facade. The use of various molding types and decorative panels is permitted. Lettering applied to ground floor show windows shall not exceed six (6) inches in height, and the text limited to identification of the primary business therein.
- (2) In the case of corner properties one flat sign per side is permitted. The area of each sign shall not exceed two times the lesser frontage width in feet. The depth and height limitations shall apply as in paragraph "1" above.
- (3) Painted signs on framed backings or use of separate cutout letters shall be permitted in accordance with the above limits for flat signs.
- (4) Signs identifying the business occupant shall be permitted in the area of rear entrance doors not to exceed 12 square feet per face.
- (5) Signs in upper floor windows are generally not permitted except to identify occupants and/or businesses. Lettering will not exceed 3" in height.
- (6) Roof top signs, signs on or above the parapet of a building, billboards, or outdoor advertising signs painted or mounted on structures other than billboards, except as otherwise herein provided, shall not be permitted. Projecting or pole signs shall be permitted only to identify the primary businesses therein and where they do not exceed 20 square feet per face and the height of the building.
- (7) Painted or sewn signs designating only business name or address on awnings or free-standing canopies are permitted. A sign that is part of an original marquee, may be permitted if in keeping with the building type or use.
- (8) If approved methods of identification are not available, properly landscaped monument type signs may be permitted if they are in scale and character with surroundings buildings, and if they do not exceed 45 square feet and 14 feet in height.
- (9) Temporary signs, such as lease, rental or sale signs are permitted but shall not remain for longer than 90 days.

- (10) Neon or illuminated signs may be used if in compliance above standards.
- (11) At its discretion, the Design Review Committee may permit an existing sign that differs from the criteria stated in these guidelines to remain if the sign is historic or if is of a size and character that does not detract from the general character of the building and location to which it relates and if it is of good quality and does not materially impede views of adjacent properties. Historic signs are defined as signs which are original to the building or have been placed on the building for at least fifty years and which contribute to the overall historic character of the building and the district. Historic signs shall be kept in good repair, both in terms of appearance and operation; approval shall be contingent upon sign maintenance and restoration.
- (12) All signs and billboards not conforming to these requirements shall be removed within two (2) years from the project initiation date. No lease for such billboards expiring after the project initiation date shall be renewed.

E. Awnings

- (1) Shall be permitted if compatible and harmonious with the scale and character of the structure, and adjoining structures. They shall not be permitted to exceed a projection of 7 feet and a height of 9 feet above grade.
- (2) Metal and soft flame-retardant awnings are permitted over show windows and upper floor windows and entrance ways.
- (3) Rigid or fixed awnings or canopies are permitted if original or an integral part of the structure and compatible and harmonious with the scale and character of the structure and adjacent structures and pose no visual impedance to adjacent buildings. New rigid or fixed awnings or canopies may be added to existing structure subject to restrictions outlined above.

F. Building Walls Visible from Public Ways

If a building side or rear, is exposed to view from a public way or public parking lot, the face of the building so exposed shall be improved in a manner consistent with these architectural guidelines as necessary to avoid visually detracting from the area.

- (1) Where through wall air conditioning units cannot be flush mounted awnings may be used in order to make the units as unobtrusive as possible. In such a case, they must be compatible with the scale and character of the building.
- (2) Grills, louvers, vents and other mechanical and electrical items including utility service locations may be installed in or on exterior walls, where unavoidable and necessary for the function of the building, provided where visible from streets or public improvements the necessary items are treated,

Painted, or otherwise made as unobtrusive as possible and do not unnecessarily detract from the building character and appearance.

G. Roofs

- (1) All architectural features that give the roof its character and shape shall be preserved if possible.
- (2) Chimneys or any other auxiliary structure on the roofs shall be repaired and cleaned as required for rear and side walls.
- (3) Roofs shall be cleaned and kept free of trash, debris or any other element which is not a permanent part of the building.

H. Auxiliary Structures

Structures at the rears of buildings attached or unattached to the principal commercial structure shall be kept in good repair.

I. Vacant Lots

When a vacant lot exists or is created through demolition, the owner must properly grass and screen the property from adjacent streets, alleys, and public improvements areas, and keep the property mowed and free of trash and debris.

J. Demolition

No structure shall be demolished without prior approval by the Design Review Committee. In general, no request for approval of a demolition will be considered without detailed plans for the proposed use of the site after demolition.

K. Other

All other repairs to a building, as determined during the initial inspection as necessary to safeguard the health and safety of possible building occupants, shall be made in accordance with applicable sections of the City Building Code.

Article III. New Development of Properties

The following standards shall be applied to all new structures or additions to existing structures in the Wylam Commercial Revitalization Area.

A. Building Design

- (1) Each building unit shall be an integral element of the overall site design and shall reflect and complement the character of the surrounding area.
- (2) Proposed commercial buildings shall be located as to be compatible with surrounding residential areas and organized in, a manner to coordinate customer and employee physical requirements. Building facades shall be complementary to those adjacent in terms of amenity and appearance, and should be compatible in scale, material, fenestration, solid to void ratio, height, set back and orientation on site.

B. Parking Design

Off-street parking areas shall be designed with careful regard to orderly arrangement, landscaping and ease of access as integral parts of the total site design.

C. Loading and Service Area Design

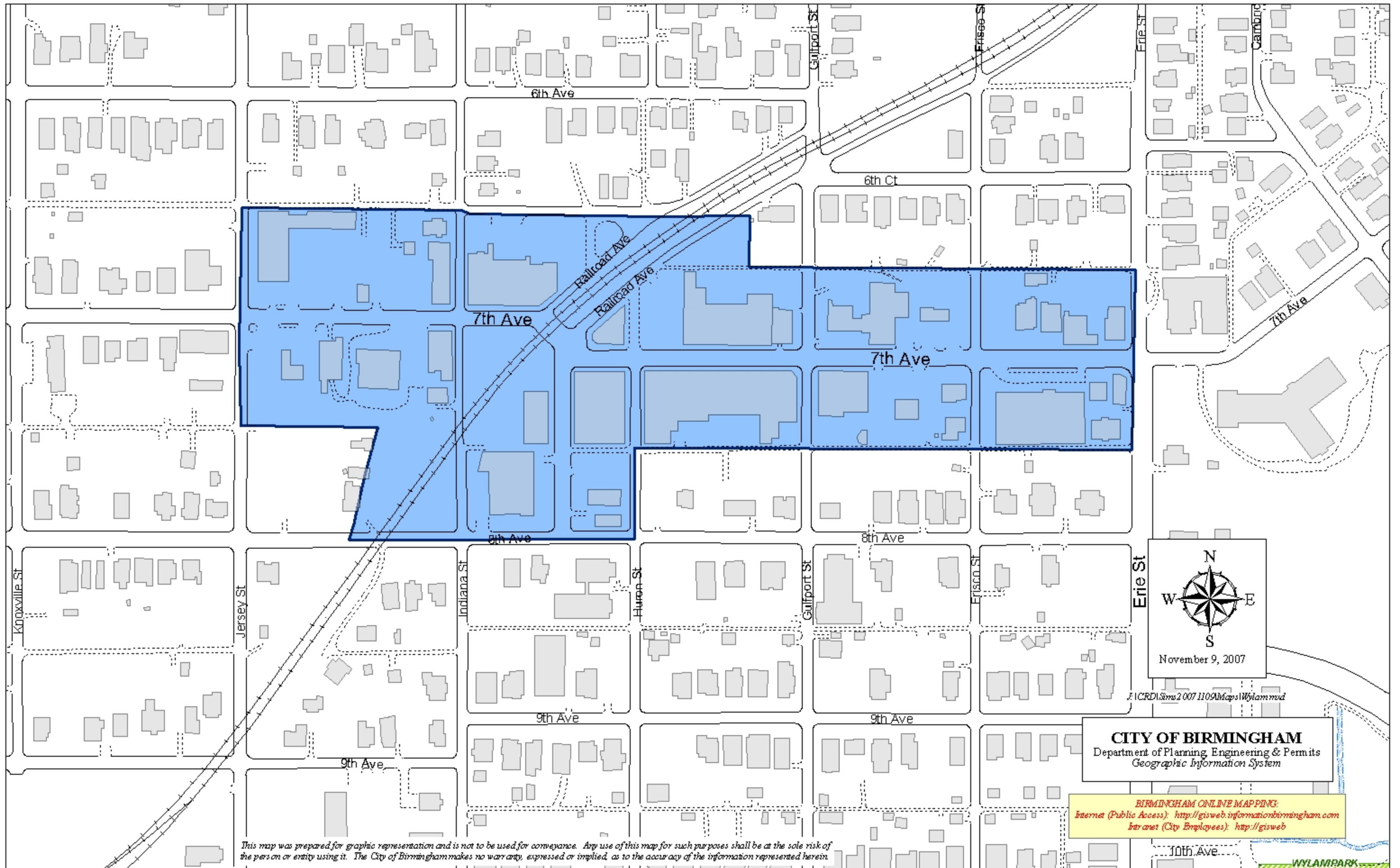
Loading and service space shall be screened and provided in convenient off-street facilities to serve business uses in the proposed development to the maximum extent possible.

D. Street, Pedestrian Walkways and Open Space Design

The proposed development shall consider the provision of appropriate open space in combination with the proper siting of buildings. Streets, pedestrian walkways and open spaces including street furniture and signs shall be designed as an integral part of the overall design, properly related to adjacent existing and proposed buildings.

E. Landscape Design

A coordinated landscape program for the proposed development shall be incorporated for the entire proposed site including landscape treatment for open space, streets and parking areas. Landscaping shall include trees, shrubbery and planting in combination with related paving and surface treatments.



Wylam Commercial Revitalization District