

PENDLETON TOWN SQUARE OVERLAY DISTRICT



MAINTENANCE & PROTECTION STANDARDS

**Adopted by
Pendleton Town Council:**

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INTRODUCTION

To visitors and residents, the Town of Pendleton, in whole, evokes a wide range of impressions. However, one specific area in Town – the Town Square – consistently attracts very positive and lasting impressions that narrowly range between genuine, unique, and comforting. The Town Square reflects many facets of the Southern cultural heritage and the small town environment that many people find appealing and to which one can easily connect to pleasant memories of the past.

Several attempts have been made to protect the “center” of Pendleton’s charm since the entire town was placed on the National Register of Historic Places in 1970. Despite some failures to incorporate protection measures in the past, the will persists to create standards for the areas around the Town Square to ensure the maintenance of the Square’s character, attractiveness of its design, and appeal of its cultural heritage. The protection measures in this document have been set forth to achieve these goals regarding the exterior of both the existing buildings and any new development that might occur on the Square and those relevant commercial areas in close proximity to the Town Square that are not included in the Corridor Overlay Design District. These protection measures should ultimately result in the allowance of buildings around the Town Square to evolve in ways consistent with the character of the Square and the development of new buildings that share the same charm as those already standing. Interior maintenance and renovation is not a concern of this document. If conflicts exist between this document and county, state, or federal regulations, then the county, state, or federal regulations shall prevail.

A growing trend over the past few decades in cities and towns around the country is the protection of significant buildings, specifically through the adoption of a Historic Preservation Ordinance. Many of the planning and design guideline tools present in Historic Preservation Ordinances apply to much of what Pendleton would like to achieve with the area surrounding the Town Square. The protection measures in this document are not set up to unreasonably regulate or overburden property or business owners, but to simply maintain the appeal of the Square in a manner that can be effectively administered.

Considering the value of the built environment around the Town Square both culturally and economically, the necessity of protecting this area from development that is not in context or character with the Square is of primary importance. Voluntary guidelines will not suffice to ensure the maintenance of this environment’s character and attractiveness. The *Town Square Overlay District Maintenance and Protection Standards* sets forth *mandatory standards* that one must conform to and consists of six major parts and an appendix: 1) Maintenance standards; 2) Protection standards for existing buildings; 3) Regulations for site design elements; 4) Standards for new construction; 5) Requirements for the demolition of a building or buildings; and 6) Definitions of terms used throughout the document. As a reference, Appendix A includes *The Secretary of the Interior’s Standards for Rehabilitation*.

In the first section, “Maintenance Standards,” and the second section, “Protection Standards for Existing Buildings,” the aim is to protect the character of the built environment on the Square. Standards for maintenance will apply continually to all properties. Protection standards will apply when features are being repaired or replaced, when a whole façade is being renovated or rehabilitated, or when an addition is being constructed on a building.

The third section, “Site Design Standards,” addresses aspects including yards, electrical systems, mechanical systems, and features that are not permanent on a building. These standards seek an outdoor environment that is clean, orderly, promotes safety, and exhibits the pride that Pendleton residents take in their greatest asset. Timely conformance will help property owners, business owners, and the Town in general to obtain the greatest benefit from these standards.

The “New Construction Standards” section sets up standards for the rare cases that new development occurs around the Square. The “New Construction Standards” will ensure that any future development on vacant properties is compatible with the existing built environment. Although the “New Construction Standards” are not attempting to replicate exactly the existing buildings, the standards set up a basic framework for the use of many traditional design patterns that will result in more harmonious coexistence of the old and new.

The fifth section, “Demolition of Buildings,” seeks to avoid the demolition of buildings that the Town might find culturally relevant, but does not prohibit demolition of buildings altogether. This section reiterates the “Demolition and Relocation of Structures” section in Article VI of the Zoning Ordinance and provides some requirements for demolition that will ensure the demolition of a building or buildings is justified.

The final section, “Definitions”, contains definitions of terms used throughout the document. Some definitions not included in this section may be included in Article II of the Zoning Ordinance. Terms in the “Definitions” section of the Zoning Ordinance that appear in this document have the same definitions as written in the Zoning Ordinance.

The Secretary of the Interior’s Standards for Rehabilitation are federal regulations guiding the rehabilitation of buildings that are: a) recognized in the National Historic Registry, b) receiving federal grants for rehabilitation, or c) whose owners seek federal tax credits for rehabilitation projects. However, conformance to *The Secretary of the Interior’s Standards for Rehabilitation* is not necessary to meet the standards of the Town Square Overlay District.

MAINTENANCE STANDARDS

“Maintenance Standards” are standards by which compliance is expected at all times. These standards focus on maintaining an attractive appearance of properties from day to day.

A. GENERAL MAINTENANCE STANDARDS

Initial administration of these standards will allow a 180 day period from adoption of this ordinance in which any compliance issues must be fixed. If 180 days is an unreasonably short time to comply, an agreement to fix the issue by a specified date must be filed within 180 days of adoption of this ordinance with the Zoning Administrator or designee. After the initial 180 days, all of the standards in this section are expected to be met continually and failure to meet the standards will subject a property to the notification and penalty processes framed in the Zoning Ordinance.

Further detailed information concerning compliance with the items listed below can be found in the “Protection Standards for Existing Buildings” section of this document.

1. Paint

All surfaces that are painted shall be kept in a good state of repair. Painted surfaces shall not be cracked or chipped to a degree where bare surfaces or old coats of paint are exposed.

2. Awnings

All awnings shall be kept in a good state of repair. Awnings shall not be faded, deteriorated, torn, or falling apart. Awnings shall not have readily visible fungus, mold, or mildew growing on the awning.

3. Front, Side, and Rear Yards

Surrounding front, side, and rear yards shall demonstrate good taste through adequate maintenance. It is necessary and reasonable that all yards and landscaping remain orderly, neat and clean.

Vegetation shall not grow directly upon a building or its features. Flower boxes, trellises, or other landscaping devices may be used for the growth of plants alongside of walls.

Any unscreened utility buildings or equipment currently in use shall be properly painted and maintained.

Any obsolete or unused equipment located on the exterior of the building or in the yards, such as unused electronic or mechanical systems, utility buildings, etc., shall be removed from the property.

All screening material and fences shall remain in a good state of repair. Screening or fences that are rusted, broken, or have missing parts shall be removed, repaired, or replaced.

4. General Building Maintenance

Buildings should avoid the appearance of being run-down or in decline. To avoid this appearance, buildings shall not have gaping cracks in any façade surface visible from the pedestrian perspective, trim shall not be broken or clearly falling apart, and window or door glass shall not be cracked, broken, or be missing altogether.

PROTECTION STANDARDS FOR EXISTING BUILDINGS

It is not the intent of the *Town Square Overlay District Protection Standards* to make every building look identical. Existing structures were built over a period of some 150 years and were constructed for different purposes. The goal is for the exterior of each building to be properly maintained and to help retain the character of the Square.

A. GENERAL PROTECTION STANDARDS

1. Paint and Colors

The choice of colors to be used in the painting of any façade surface including brick, stucco, trim, windows, doors, and awnings shall require approval by the Zoning Administrator or designee. If the Zoning Administrator or designee finds that a specific color does not closely conform to these standards, the applicant may apply to the Design Review Board for approval.

A façade and corresponding trim shall not be any more than three colors of paint (this does not include colors on signs).

a. Painting of Brick Buildings

Buildings made of brick shall not be painted except for those with clearly damaged bricks or those that are already painted.

On buildings with damaged brick, the paint colors shall be limited to those that closely resemble the color of the brick on that building or colors resembling red or dark red brick.

On brick buildings that are already painted, new applications of paint shall be limited to the same color as the building is already painted or colors closely resembling red or dark red brick.

b. Painting of Stucco

On stucco treated buildings, new applications of paint or retreatment of stucco surfaces shall be limited to the same color as the existing building.

c. Painting of Trim

Trim colors shall include shades of white, creams, black, and earth tones, but may also include clear-coat or stained finishes.

Trim colors shall not be bright shades that detract from the overall building or the Square.

2. Roofs

Details such as parapet walls should be preserved, maintained, or repaired.

Parapet walls and features such as concrete or stone piers should not be altered or removed.

When replaced or resurfaced, roofs that are readily visible shall be replaced or resurfaced with metal or materials similar to the existing roof. The color of the material shall remain comparable to the existing color.

B. FRONT FAÇADES

1. Architectural Features

Architectural and decorative features should be preserved, maintained, and repaired. These features may include cast iron pilasters, brick corbelling or inlaid patterns, terra cotta, decorative cast concrete, window hoods, and cornices. Architectural features should not be removed or concealed.

Architectural features which have been removed prior to the adoption of this ordinance may be replaced based upon their original design.

Architectural features should not be added to a building where none originally existed.

Architectural features should be repaired using compatible materials, if possible.

Where replacement is required, one should remove and replace only those portions that are deteriorated beyond repair.

2. Cornices

Cornices shall not be removed, concealed or covered with modern materials.

Cornices shall not be added to buildings where no physical or pictorial evidence for such a cornice existed.

3. Awnings

Awnings may be retractable or fixed in place and should fit the opening to which they are applied. Shed awnings are appropriate for rectangular openings while arched awnings are appropriate for arched openings.

Awning materials shall be either acrylic or vinyl coated canvas or standing seam metal.

Colors that are compatible with the overall color scheme of the building shall be used. Solid colors with mute tones or colors comparable to existing awnings on the Square shall be used.

The awning shall fit the window or door openings or, if spanning the front of the façade of the building, shall fit between architectural features or the edges of the building.

Awnings shall not be internally illuminated.

Canopies may be flat and extend straight out from the building with supporting poles or wires. The canopies may be made of wood or metal.

Canopies shall cover as few of the architectural features of a building as possible.

4. Storefronts

Preserve (maintain or restore, not remove or alter) existing storefronts when possible. Storefronts are important to a commercial building's architectural design.

Storefront features that have become deteriorated should be repaired rather than replaced.

If replacement is necessary, install a storefront based upon traditional designs. This shall include the construction of bulkheads and display windows using appropriate materials. New storefronts should be typical of the period when the building was originally constructed.

Entrances should be preserved, maintained or repaired in their entrance design and arrangement whether recessed or flush with the sidewalk.

Entryways recessed from the rest of the façade shall be maintained.

If a storefront is altered, restore it to the earliest known design.

5. Bulkheads

Bulkheads should be preserved, maintained, or repaired with like materials where they exist. Bulkhead panels should not be altered or removed.

When replacing bulkheads, materials shall be wood or brick.

6. Display Windows

Display windows should be preserved, maintained, or repaired.

Replacement display windows shall match the replaced windows in location, design, and size.

Replacement windows shall be traditionally scaled with large glass lights and with as few structural divisions as possible to maintain the traditional transparent storefront look.

Window framing that is wood should remain or be replaced with wood.

Window framing that is metal should remain or be replaced with similarly treated metal.

Vinyl shall not be used for window framing.

Clear glass is preferred on storefronts. If tinted glass or window film, is used, it shall be smoke or black in color, have at least 50 percent visible light transmission and be installed on all windows of a storefront. Reflective tint is prohibited.

Existing transom lights shall not be obscured by construction materials.

7. Windows and Doors

Window sashes should be preserved, maintained, or repaired including their size, number and arrangement of lights, and decorative detailing. Windows shall not be concealed, enclosed or covered.

Deteriorated windows should be repaired rather than replaced. Missing or irreparable windows shall be replaced with windows that match the most recent in size, number, and replicate the arrangement and position of glass panes.

If the existing window was double hung, its replacement shall be as well.

Wood is the preferable material for replacement windows. Anodized or bake-on enamel aluminum, in white or dark finishes is also appropriate.

Shutters shall not be added to windows on commercial structures.

Window surrounds and detailing such as brick or stone lintels and sills shall be maintained and preserved.

Storm doors and windows shall not be added or replaced.

Preserve the position, number, size and arrangement of windows and doors in a building wall or entrance.

Openings on a façade shall not be enclosed or made smaller than the existing size, nor shall they be made bigger to accommodate a larger window or door.

Window air conditioner installation on the front façade of a building shall only be allowed as a repair or replacement of window units already installed at the time of adoption of the Town Square Overlay District. Replacement units may only be placed in the opening left by the old unit.

If replaced, doors shall be of a single light (glass area) design.

Solid paneled doors, decorative doors, or any kind of door based upon different historical periods or architectural styles are not appropriate replacements.

Replacement doors should generally use glass proportionate to display window glass and kickplate panels proportionate to bulkhead panels.

Replacement doors shall be wood or metal.

8. Primary Façade Surface Treatment

Any resurfacing of a building façade shall be done with red or dark red brick or materials similar to the existing primary façade surface treatment of the building being resurfaced.

C. SIDE AND REAR FAÇADES

It is important that side and rear facades demonstrate good taste through adequate maintenance. It is necessary and reasonable that certain criteria involving orderliness, neatness and cleanliness are met.

1. Side Façades (Visible from the Pedestrian Perspective)

Side façades shall meet similar standards to those of front façades in regards to architectural features, awnings, windows, window air conditioning units, and primary façade treatment. All other aspects shall be addressed similarly to rear façades.

2. Rear Façades (Visible from the Pedestrian Perspective)

Due to the nature of rear façades being secondary in use and generally being viewed less by the public, the application of front façade standards to rear façades that are visible from the pedestrian perspective will be more flexible with the purpose of achieving improved visual appeal.

Storm doors and solid doors may be used in the rear of all buildings.

Window air conditioning units may be allowed on the rear façade of a building as long as the original window opening is maintained. The window opening shall remain transparent to the greatest extent possible.

D. ADDITIONS

1. General Standards

Additions shall maintain the integrity of the building's character.

Additions shall not damage significant architectural features.

Additions shall not inaccurately interpret the time period in which the original building was built.

Additions shall be compatible in scale and form to the main building.

2. Side Additions

Additions to the side of a building shall follow guidelines for new construction.

3. Rear Additions

Rear additions shall be compatible with the original building in scale, proportion and rhythm of openings, and size.

Rear additions shall match the material and color of the building to which it is being added.

Rear additions should be constructed to cause minimal damage to or removal of original walls and details from the rear of the building.

4. Additional Stories

Buildings shall not exceed two stories in height at street level.

Additional stories should follow the same footprint as the building at ground level.

Additions occurring atop an existing building shall be compatible in all ways with the building on which is being added.

SITE DESIGN STANDARDS

The way that the properties within the Town Square Overlay District have been developed has left very little groundcover other than building or hard surfaces. Regardless, the maintenance of site designs remains important in that it ensures practical use of the property, visual appeal of site elements, and a unity of character amongst site aspects on all the properties around the Town Square.

A. GENERAL SITE DESIGN STANDARDS

1. Fences

Allowable fence types shall include rod iron, wrought iron, and wood.

Rod iron and wrought iron fences shall only be black.

Wood fences shall be natural color or painted in the colors approved for building trim.

Wood fences shall only be used in the rear yard of a building or as a screen for utilities, mechanical systems, or service areas.

Any type of screening material shall be maintained and replaced when ineffective.

2. Utilities and Mechanical Systems

Trash and recycling storage and utility service boxes, telecommunication devices, cable, and conduits shall be located in rear yards and be screened from public view to the greatest extent possible.

Mechanical systems shall be allowed in rear yards or on rooftops.

Satellite dishes shall only be allowed on rooftops or in rear yards.

Window air conditioning units are covered in the “Windows and Doors” section and also mentioned in “Side and Rear Façades”.

Screening may be done with fences, brick walls, or landscaping.

3. Lighting

Light fixtures for commercial buildings should be as simple as possible and mounted where they will be obscured to the greatest extent possible. Any historic light fixtures should be preserved, maintained, and repaired.

In the absence of historic light fixtures, use concealed up-lit light fixtures, fixtures of simple design, or fixtures appropriate to the period of the building.

Light fixtures shall not mimic the pole mounted lights in the public areas surrounding the Square.

Light emitted from a fixture shall have a comparable tone and brightness to that which exists on the Square.

4. Signs

Signs should be sized in proportion to the building. If an opening for a sign on the façade of a building has been created with architectural features, the sign shall fit in size and shape to that opening, even if it exceeds the maximum sign area defined in the Sign Ordinance. If the sign area exceeds the maximum sign area, then the area of sign lettering and logos shall be used towards the maximum sign area and can be determined based on the dimensions of an imaginary rectangle around the lettering and logos. The additional area on the sign may be used for pictures or images, but shall not include text or logos.

Signs which resemble logos or symbols for businesses are encouraged.

Bright or glowing colors shall be used in only very small amounts.

Traditional sign locations include storefront belt-courses, upper facade walls (not to exceed 20% of the overall wall surface), hanging or mounted inside windows, or projecting from the face of the building.

Lighting for signs should be concealed. Spot or up-lit lighting for signs is recommended.

No new internally-lit signs located outside of buildings shall be allowed in the Town Square Overlay District. Faces on existing internally lit signs shall not be replaced.

NEW CONSTRUCTION STANDARDS

A. GENERAL STANDARDS

New buildings in the commercial area shall be generally compatible with the character of the buildings surrounding the Square including considerations of scale, height, materials, orientation, shape, placement, and rhythm and proportion of openings.

New construction shall generally follow the standards for the maintenance and protection of existing buildings and site design. The standards shall have flexibility so as to keep new construction compatible with existing buildings and sites and to avoid inauthentic recreations of the existing buildings. *New construction shall look compatible, but clearly be determinable as new construction.*

1. Setbacks

New buildings should be aligned with adjacent buildings along the street and conform to existing setbacks.

2. Height/width/scale/bulk

Buildings shall be one or two stories in height at street level.

Maintain similar height, width, scale, and mass or bulk as the buildings that already exist. If clear lines already exist connecting the neighboring buildings (in regards to bulkhead height, display windows, transom windows, awnings, cornices, or architectural features dividing the ground floor from the second floor), transform those onto the new construction.

Larger buildings shall be constructed in segments that reflect the size of traditional buildings around the Square.

Maintain similar floor heights between buildings.

New construction should be of similar width and scale and have similar proportions as is determined by the general character of the buildings surrounding the Square.

Window size and proportion of openings should be consistent with the character of the buildings surrounding the Square.

New buildings should maintain the traditional separation between storefronts and upper facades. This separation should be in alignment with the character of the buildings surrounding the Square.

3. Form

New construction shall maintain similar form and architectural features to the buildings around the Square.

Window design shall be similar to those buildings surrounding the Square.

Ground floor front facades shall maintain transparency similar to existing buildings on the Square. The overall building shall have similar proportions of solid to transparent surfaces.

Entryways shall be recessed.

The primary entrance shall be oriented towards the major street.

New construction may have flat or pitched roof forms. Roofs must be accompanied by a simple cornice or parapet on the front façade.

4. Building Materials

Red or dark red brick or white shades of stucco shall be used as the primary treatment for façades.

Trim and accents shall be constructed of wood, painted or color coated metal, stucco, or concrete.

DEMOLITION OF BUILDINGS

Structures proposed to be demolished within the Town Square Overlay District shall be reviewed by the Design Review Board. Alternatives to demolition shall be provided and discussed by the Design Review Board if the structure is considered to be of historic or cultural distinction. Criteria to support demolition of a structure from the overlay district shall include the following:

- 1) The structure cannot be economically rehabilitated on the site to provide a reasonable income compared to other structures in the general area.
- 2) There is a demonstrated public need for the new use on that specific site, which outweighs any public benefit which might be gained by preserving the subject building on the site.
- 3) The proposed development, if any, is compatible with the surrounding area, considering such factors as location, bulk, landscaping, and exterior design.

DEFINITIONS

The following definitions are for the purposes of clarification of terms used in this document. Terms used in this document that also appear in the “Definitions” section of the Zoning Ordinance shall adopt those definitions present in the Zoning Ordinance. All changes to the Zoning Ordinance definitions shall apply equally to this document.

Addition: New construction added to an existing building or structure.

Alteration: Work which impacts any exterior architectural feature including construction, reconstruction, repair, or removal of any building element. (See Zoning Ordinance for further definition)

Bulkhead: The structural panels just below display windows on storefronts. Bulkheads may also be referred to as kickplates.

Character: The qualities and attributes of any structure, site, street, or district.

Configuration: The arrangement of elements and details on a building or structure which help to define its character.

Compatible: In harmony with location and surroundings.

Context: The setting in which a historic element, site, structure, street, or district exists.

Corbel: A bracket of brick or stone that juts out of a wall to support a structure above it.

Cornice: The continuous projection at the top of a wall. The top course or molding of a wall when it serves as a crowning member.

Double-Hung Window: A window with two sashes.

Façade: Any one of the external faces or elevations of a building.

Form: The overall shape of a structure (i.e., most structures are rectangular in form).

Lintel: A horizontal beam that supports the weight of the wall above a window or door.

Maintain: To keep in an existing state of preservation or repair.

Orientation: Generally, orientation refers to the manner in which a building relates to the street. The entrance to the building plays a large role in the orientation of a building, whereas, it should face the street.

Parapet: A low horizontal wall at the edge of a roof.

Pedestrian Perspective: From the viewpoint of one who is casually walking. This generally refers to the perspective from pedestrian infrastructure including sidewalks and other hard surfaces like roads and parking lots, however this may also include areas that are typically used by pedestrians regardless of the presence of any infrastructure, most easily identifiable by matted or worn trails or pathways.

Pilaster: A vertical structural part of a building that projects partway from a wall and is made to resemble an ornamental column.

Proportion: Harmonious relation of parts to one another or to the whole.

Restoration: The process of accurately taking a building's appearance back to a specific period of time by removing later work and by replacing missing earlier features to match the original.

Rhythm: Movement or fluctuation marked by the regular occurrence or natural flow of related elements.

Sash: The moveable framework containing the glass in a window.

Scale: Proportional elements that demonstrate the size, materials, and style of buildings.

Shape: The general outline of a building or its façade.

Significant: Having particularly important associations within the contexts of architecture, history, and culture.

Size: The dimensions in height and width of a building's face.

Traditional: Based on or established by the history of the area.

Transom Window or Light: A small window or series of panes above a door, or above a display window or double hung window.

Trim: The decorative framing of openings and other features on a façade.

APPENDIX A: THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The Secretary of the Interior's Standards for Rehabilitation are federal standards used throughout the country as a basis for local design review guidelines. The general intent by which these standards are set up and the basic premise from which these represent should guide the oversight and protection of the Pendleton Town Square and any other relevant commercial areas in close proximity to the Town Square. *The Standards* are to be applied to projects in a reasonable manner, taking into consideration economic and technical feasibility. Further, the Town of Pendleton, despite a rich history, has only a few commercial buildings that can be considered "historic". The definition of something that is "historic" would be that it is "significant in history; important in or affecting the course of history." As opposed to historic, many commercial buildings around the Town Square would be considered "locally relevant," or socially significant, to the Pendleton area. When using *The Secretary of the Interior's Standards for Rehabilitation* for potential projects in the Town Square Overlay District, the word "historic" may more aptly be replaced with the words "locally relevant" or be omitted.

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 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 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.
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 in the gentlest means possible.
8. Significant archaeological 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.

Town Square Overlay District

Parcel and Boundary Reference Map

