

APPENDIX III: DOWNTOWN DESIGN GUIDELINES

In this Appendix we will present design guidelines for the Downtown District, which includes what was historically the central business district for Pembroke, outlined in green on the plan at right. Appendix IV presents guidelines for the Commercial Corridor Districts outlined in red in the plan at right. Site standards are included with each district.

1.0 Allowed Uses

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

2.0 Site Design Guidelines

- 1. Placement of Structures.** In most cases, buildings should meet the property line at the back of the sidewalk, and should meet the structures on either side to form a street “wall.” The only exceptions to this would be for significant civic buildings (such as the Town Hall or a Church), platted alley rights of way, mid-block pedestrian connections between parking and the street, and for the creation of spaces that enhance the public environment, such as pocket parks and outdoor dining areas. Such exceptions should be reviewed and approved by the Town and the Planning Commission.
- 2. Off-street parking.** Parking must meet all applicable Town standards, and the following also applies within the Downtown District.



This plan shows the Downtown District (in green) and the Commercial Corridor District in red. There are other areas to the east and west along Third Street in Pembroke that could also have the Commercial District designation if desired.

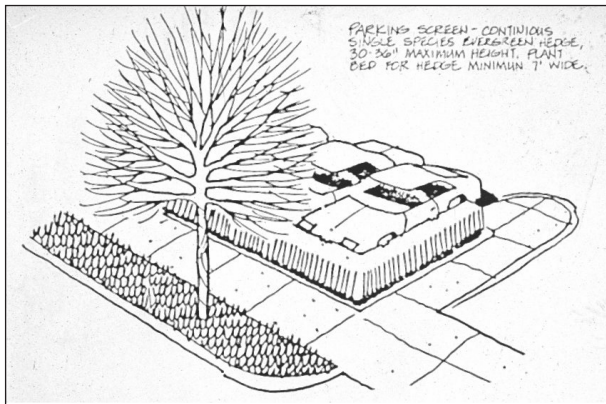


Commercial buildings in the Downtown District should form a continuous street “wall.”

- Parking should be located to the rear of buildings, or by exception on the side. Access to parking should be from the rear or from side streets or alleys.
- Parking should be shared by several or all the businesses on the block whenever possible.
- Parking must be screened from the street and sidewalks with a 30-36” hedge or masonry wall, or with a taller fence of masonry and metal pickets (see page 40). In no case should parking be screened with solid materials taller than 36” because of the need for security and surveillance.
- Parking must meet all applicable Town standards, and be set back a minimum of 5’ from all property lines.
- Existing parking in front of buildings shall be removed when a change in use or ownership occurs or when new sidewalks are installed.



The photo above shows a 30" wall used to screen a parking area from the sidewalk. The hedge or wall, plus trees, is accommodated by the required 5' setback.



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

- Existing or new parking to the side of buildings should only be allowed by exception, and only if appropriately screened and landscaped.
- All parking areas must be paved with concrete or asphalt or other materials by exception.

3. Service areas. Service areas must be screened from public view, including loading areas, trash receptacles, mechanical equipment and dumpsters. In high-density areas, dumpsters should be consolidated to serve several businesses. Enclosures near buildings should be constructed of materials similar to the building, and must be high enough to completely block views from street level. Enclosures further from buildings should be of approved masonry or wood fencing. See example at right. Service areas must be paved with concrete or asphalt or other materials by exception.

4. Storage areas. Areas used to store vehicles, equipment, or materials must be screened with a masonry wall, hedge or fence with landscaping of sufficient height and density to block views from street level.

5. Pedestrian access. Parking areas for commercial businesses must have clearly marked and well-lit pedestrian access from parking to public sidewalks and building entries. See example at lower right, where lighting and paving match the quality and style of the downtown area (example from New Bern).

6. Rear entries. Attractive rear entries to businesses are encouraged. If residential units occur in the upper floors of commercial buildings, entries adjacent to parking areas are required. In large developments, rear entries and interior or exterior passageways to the primary streets are encouraged.

7. Driveways. Wherever possible, driveways should be consolidated within a property or combined to provide access to two or more adjacent properties. Driveways across the main pedestrian thoroughfares in the down-



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



town are discouraged, with access from side streets or to the rear of the property preferred. Driveways must be paved with concrete or other materials by exception.

8. “Drive-Through” businesses are discouraged in the downtown. New businesses that rely solely on drive-through traffic will not be allowed in the downtown. Drive-through windows for all businesses (e.g. restaurants, banks and pharmacies) should be located to the rear of the buildings or screened from the street with access and egress configured to minimize disruption of pedestrian movement. All drive-through configurations should be allowed only as exceptions and must be reviewed and approved by the reviewing agencies.

10. Adjacent residential uses. Where commercial uses abut residential areas consisting primarily of detached or attached homes, an approved 6’ masonry or wooden fence must be installed to screen parking and service areas. Where the parking area to be screened is two bays or more in size, a 10’ setback with trees in addition to a fence is also required.

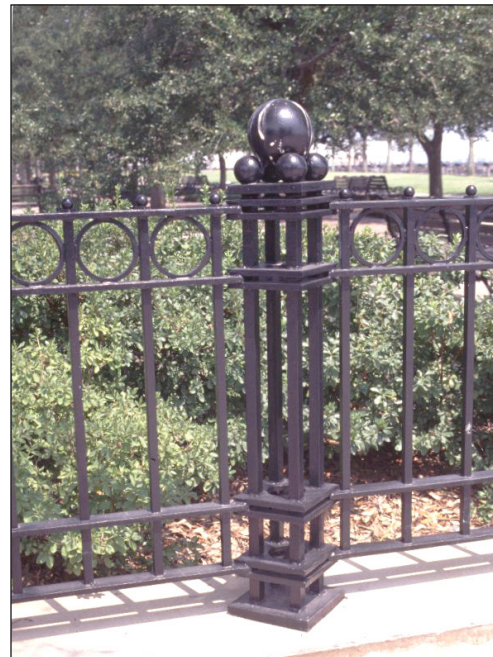
11. Fencing and screening materials.

- Double staggered row of approved hedge material
- Landscaped beds acting as screens with approval and appropriate ongoing maintenance
- Masonry piers and low foundation with metal pickets (for parking areas only, not storage areas)
- Masonry or split-face block walls for screening
- Approved wooden privacy fencing (in the rear of properties only)

- Poured concrete, broken face block or light stucco finish block.

Prohibited screening and fencing materials:

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



Examples of appropriate screening and fencing. Top right, masonry piers and low foundation wall with metal pickets for perimeter or parking screening; above right, masonry wall to screen storage areas; left; ornamental metal pickets for perimeter fencing.

3.0 Commercial Architectural Guidelines

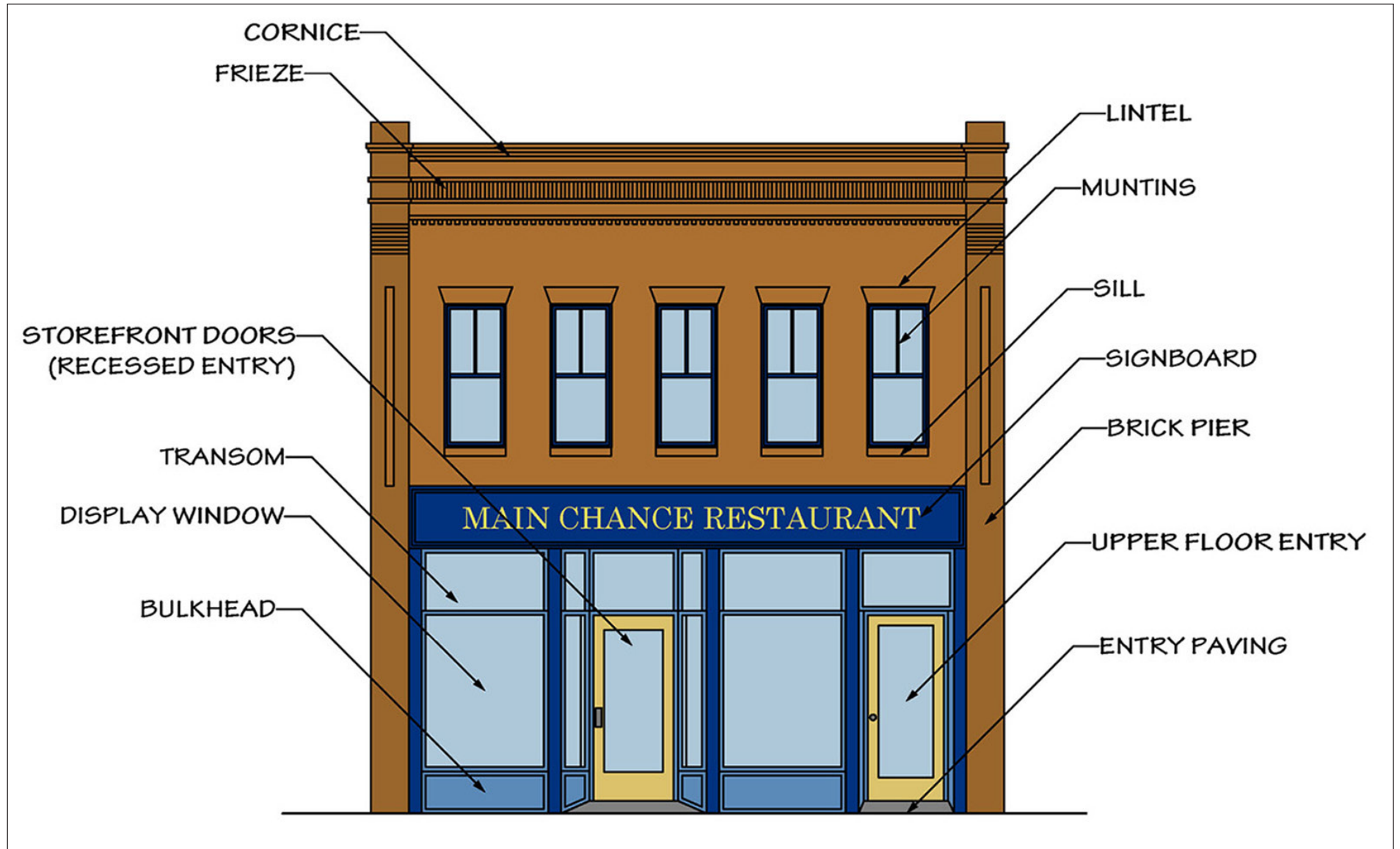
For **historic commercial buildings with altered facades**, these guidelines are meant to help restore appropriate proportions and materials. Where historic photographs or drawings remain, these documents should guide restoration work. Where none exist, the guidelines below can help in reestablishing the harmony of traditional storefronts.

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

1. **Placement of Structures.** New or replacement structures should front on the sidewalk in line with existing structures, with exceptions for public space and significant buildings as noted in the site design guidelines. This will continue the pattern of building facades enclosing the pedestrian space. Most buildings should be constructed to fill the full width of a given property, to create a street front “wall” composed of several buildings. Carefully located alleys that allow pedestrian access from block interiors and provide light to upper stories are also allowed with site plan review and approval.
2. **Massing and Height.** Heights allowed are specified in the zoning ordinance. It is assumed that most new commercial buildings will be 2-3 stories, but buildings taller than this will be allowed with review. When designing taller buildings that will be sited near buildings that are 2-3 stories, care should be taken to ensure that the taller buildings do not overwhelm the shorter buildings. This can be accomplished by such architectural design elements as setbacks of the taller portion of the building at the two- or three-story level, and articulation and massing that allows light to reach surrounding buildings and the street.
3. **Materials.** Recommended materials for the Downtown District include:
 - Siding Materials**
 - Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted. Brick may be painted in rehabilitation projects subject to the approval of the reviewing agency.
 - Stone, cast stone or architectural concrete
 - Trim or accent materials**
 - Split-face concrete masonry
 - Ceramic tile in appropriate colors
 - Wood (e.g. accent material such as panelled storefronts)
 - Metal framing (Note: aluminum storefront framing systems must be designed with careful consideration of proper proportions of the framing members in order to be successful)
 - Cast or wrought iron
 - Smooth textured stucco
 - Sheet metal (parapet wall copings, etc.)
 - Fabricated millwork (Fiberglass, structural foam, or other hybrid materials with approval)



The “before” (top) and “after” views of a building on Union Chapel Road illustrate how historic elements, including the cornice and windows, can be restored.



The parts of an historic commercial building facade.

Glazing Materials

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

Roofing Materials

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

Awnings

- Fabric awnings
- Composite material with review and approval
- Awning material must meet district fire codes
- Awnings must be self-supported (e.g. no support poles)
- Awning areas may not be enclosed with plastic or fabric sheeting on the public right of way
- Awnings may extend no farther than 5' unless by exception and with review

Prohibited materials include:

- “Mirrored” or opaque glass
- Colored glass (other than stained glass accents as seen in historic commercial facades)
- Wood shakes or shingles
- Heavily textured stucco
- Imitation stone texturing (formstone)
- Clapboard sidings, whether wood or alternative materials
- Metal Awnings or canopies or fixed awnings only by exception and with review
- Backlit canopies or awnings
- Plastic awnings

4. **Building Scale and Proportion.** In general, building facades in the Downtown District should have windows that have a vertical

emphasis, that is, windows that are taller than they are wide. Windows should be organized into regularly spaced patterns within the wall surface. The building facade should be broken into vertical and horizontal “panels” through the use of pilasters or other surface textures. See examples at right and on the previous page.

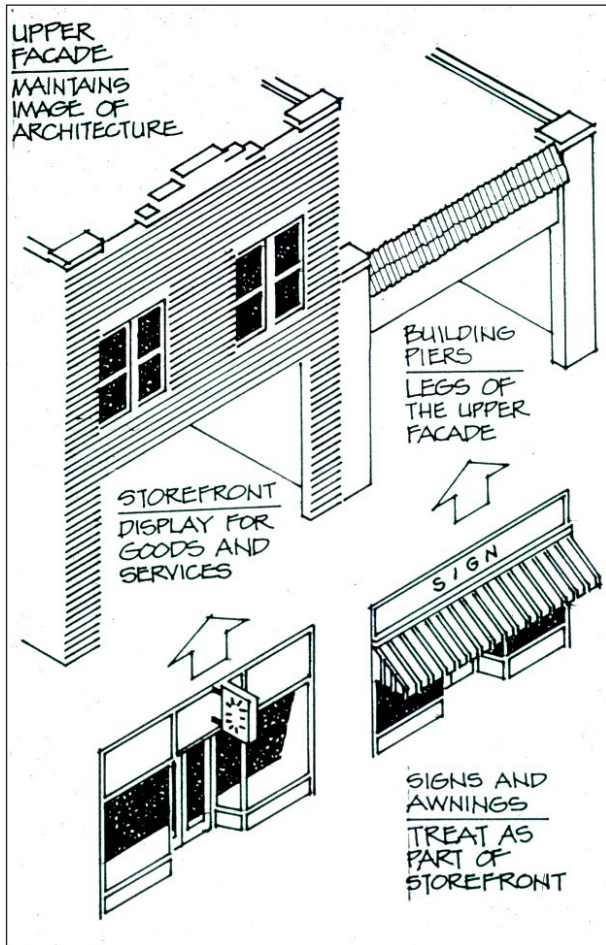
5. **Building Elements.** The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components used in traditional commercial structures. Refer to the diagram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

Upper Floor Windows:

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



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



Storefronts

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

Doors

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

Shutters

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

position, should be placed immediately adjacent to the window jamb. Wood and architectural composites (with approval) are acceptable materials for shutters. PVC plastic is prohibited.

Equipment and Technology

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

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

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