MEMO

AMENDED DOWNTOWN AND OLD TOWN DESIGN GUIDELINES

Date: July 13, 2021
Re: City Council Amendments

Amendments

This memo reflects the amendments approved by the Georgetown City Council in the first reading of the ordinance amending the Downtown & Old Town Design Guidelines. The changes are laid out to reflect either proposed additions to the document or proposed changes to the language.

Amendment #1: Name and Content of Chapter 5: Signs

Amendment to change the name of "Chapter 5: Signs" to "Chapter 5: Signs and Colors" and to include the following guidelines in Chapter 5:

- Develop a color scheme for the entire building that coordinates all the façade elements.
    - Using the historic color scheme is encouraged.
    - Choose a base color that will link elements of the entire building face together.
    - A single color scheme should be used for the entire exterior so that upper and lower floors and subordinate wings of buildings are seen as components of a single structure.
    - For a newer building in the Overlay Districts, use a color scheme that complements the historic character of the district.
- Paint colors should enhance individual building elements while creating a unified, coordinated appearance for the entire structure.
    - Paint colors and placement should create a cohesive look for the structure. There should be one main color on the body of the building to unify the façade.
    - Choose colors for trim, accents, and architectural details that complement the main color on the body of the structure.
    - Consider the palette of surrounding structures to create a harmonized appearance along the block face.
    - Background and accent colors should be consistent across separate buildings, where several buildings are attached, or where unity in theme is desired.
- A muted color is preferred for the base color of most buildings.
    - Use muted colors to minimize the apparent scale of buildings and blend them with the natural colors of area.
    - Matte finishes are preferred to glossy finishes.
- Roof colors must complement the style and overall color scheme of the structure.

- In general, use bright colors for accents only.
    - Colors of a vivid saturation are not appropriate for the body of commercial buildings.
    - Overly strong or bold colors are not appropriate for the main body of a structure. Reserve the use of strong, bright colors for accents when you want to draw the customer's eye, such as to the sign, the building's ornamentation or entrance.
    - In most cases one or two accent colors should be used in addition to the base color.
    - Doors may be painted a bright accent color, or they may be left a natural wood finish. Historically, many of the doors would have simply had a stain applied.
    - Window sashes, casings, and trims are also an excellent opportunity for accent color.
    - Brilliant luminescent or day-glow colors are not appropriate.
- Paint colors should highlight architectural details.
    - Plan painting to use more than one color. It is inappropriate to allow architectural details to be camouflaged by painting them the same color as the background of the structure.
    - Strong or bold colors can be appropriate for trim, accents, and architectural details.
- Leave natural masonry finishes unpainted when feasible.
    - Where the natural color of the materials exists, such as with stone or brick, they should be left unpainted. Painting an unpainted brick or stone wall may trap moisture inside the walls and will drastically alter its character and appearance.
    - For other parts of the building that require painting, select colors that will complement those of the natural materials.

<u>Amendment #2:</u> 20′ Limit on length of "breezeway" connectors for residential additions in Old Town
Amendment to add a 20′ limit on the length of "breezeway" connectors for additions in the Old Town Overlay District. The amendment would be to section 3.5.G.3 (current page 198) and add the following text:

g. Where an addition is proposed to be connected to the main structure via a breezeway, the breezeway must be of compatible character and materials to the main structure and is limited in length to 20 feet, unless site conditions such as tree locations are determined to require an increased length.

A definition of "breezeway" will also be added to the Glossary: "A roofed, often open passage connecting two buildings (such as a house and garage) or halves of a building."

<u>Amendment #3:</u> Replacing damaged historic siding
Amendment to add text to section 3.2.E.2.a (currently page 161) to provide for the use of alternate materials when replacement of historic siding is necessary:

- Currently section 3.2.E.2.a reads: "If the original material is wood clapboard, for example, then the replacement material should be wood as well. It should match the original in size, the amount of exposed lap, and finish."
- The proposed amended text for section 3.2.E.2.a would read: "If the original material is wood clapboard, for example, then the replacement material should be wood or fiber cement. It should match the original in size, the amount of exposed lap, and finish."

Amendment to add text to section 3.2.F.3.c (currently page 162) to provide for the use of alternate materials when replacement of historic siding is necessary:

- Currently section 3.2.F.3.c reads: "Once the covering siding has been removed, repair the original underlying material. If the underlying material is damaged and must be replaced, replace with the original material."
- The proposed amended text for section 3.2.F.3.c would read: "Once the covering siding has been removed, repair the original underlying material. If the underlying material is damaged to the extent it must be replaced, replacing with the original material is preferred. Fiber cement siding and trim may be used as replacement siding when the primary wood siding material has been damaged or has deteriorated to the point that repair or partial replacement are not feasible. The fiber cement siding and/or trim should match the original siding in profile, dimension, and texture as closely as possible."

Amendment #4: Sign materials

Amendment to add text to section 5.15 Sign Materials (currently page 236) to provide for the use of plastic as a sign material:

- Currently section 5.15: Plastic reads: "Plastic is not permitted, except for flush, adhesive, professionally installed lettering."
- The proposed amended text for section 5.15 Plastic would read: "Plastic is not permitted, except for flush, adhesive, professionally installed lettering or when used for illuminated signs."