FLORENCE MAIN STREET ZONING STUDY

Prepared By:
Boone County Planning Commission &
Boone County Historic Preservation Review Board
August 3, 1994

Prepared For:
City of Florence

Adopted by City of Florence
November 15, 1994
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**AUGUST 3, 1994**

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Introduction

Main Street in Florence is a unique and important area with a great deal of history, however, the current zoning for this area does not reflect this uniqueness. Therefore, in January of 1993, the City of Florence and the Boone County Planning Commission requested that students from the University of Cincinnati, School of Planning prepare a study for Main Street in Florence, Kentucky. The purpose of the study was to identify ways of improving the vitality and visual appearance of Main Street. The students presented a study entitled the "Main Street Manifesto" in March of 1993. This study recommended to the Boone County Planning Commission, the Main Street merchants, and the people of Florence, certain improvements to the area. These recommendations included a revised utility, traffic and circulation schemes, as well as building guidelines. In addition, recommendations where made on streetscape improvements including; new sidewalk paving, street furniture, and lighting. The plan also recommends a strategy to market this idea to businesses. The students believed that through the recommendation a scheme for the revitalization of the Main Street area could be achieved through a design process which would create a redefined, inviting and successful space on Main Street.

In addition, to the numerous recommendations of the students study listed above, design review guidelines and the creation of a special zoning district for the Main Street area of Florence were also suggested. In November of 1993, the City of Florence requested that the Planning Commission study the Main Street area in terms of creating a special zoning district. Therefore, a study was undertaken to determine a more appropriate zoning classification for Main Street which recognizes the existing composition of buildings and uses. This study examines zoning issues such as, building setbacks, heights and intensities, parking requirements, permitted uses, signage and the creation of design review guidelines.

In the months after the City of Florence request, two public workshops have been held with the residents and merchants of Main Street and several meetings have been held with an ad-hoc committee of property owners along Main Street. At these meetings drafts of the zoning study and design review guidelines were presented in order to solicit comments and suggestions.
A Brief History of Florence, Kentucky

As you look at Florence today, it may be difficult to envision this area as it appeared when Boone County was organized in 1798. At that time, families of primarily German decent began to purchase land on the divide between Dry Run and Gunpowder Creeks, along what was known as the George Town Road. Primitive roads branched off this road, one of which led to Wilmington (Burlington), making this intersection a familiar landmark, and the logical place for a community.

This village was originally called Crossroads, then Polecat, followed by Maddensville, and then Connersville. In 1830, the village was named Florence and incorporated with a population of 63 and an area of approximately five acres.

Among the earliest town businesses were a post office, tavern, blacksmith shop, and later, a wool carding mill. Shortly after Florence was established, the George Town Road was chartered as the Covington-Lexington Turnpike. Florence was platted with streets northwest and southeast of the Turnpike. This portion of the pike was appropriately named Main Street and was 48 feet wide, while the other streets were more narrow. Many of the streets were buggy lanes except Locust, Girard and Main Street, which were part of the turnpike system, and had wooden board walks.

In the early 1840s, one could ride the stage from Cincinnati to Lexington, a daylight ride which ran from 5 a.m. to 9 p.m. Coming from Cincinnati, Florence was the first stop to change horses. These stagecoaches, and the increasingly heavy turnpike traffic, were instrumental in the growth of Florence, which could boast two churches, two stores, two taverns, two schools, three doctors, four mechanics' shops, and a population of 200 by the late 1840s.

During the next 20 years, Florence experienced many changes, including the main paths and trails becoming turnpikes with tollgates implemented at strategic places. The Covington-Lexington Turnpike was the primary route for transporting farm goods from southern Kentucky to the markets of Cincinnati and points north. Even during the Civil War, Florence experienced heavy turnpike traffic. One day, town residents were surprised to see 40 ambulance wagons go through town toward Richmond, Kentucky, in response to a battle in southern Kentucky.

Following the Civil War, Florence, and Boone County quietly prospered. In 1869, the Odd Fellows built a three story lodge building at the corner of Main and Youell. By the 1870's, Florence was the second largest town in Boone County (Petersburg was the largest) with a population of 374. The average value of land in Boone County was $25 an acre, having advanced 170% in the last 23 years.

In the early 1900s, the automobile made its debut, with a speed limit of six miles per hour. The Covington-Lexington Pike became know as Dixie Highway, or Route 25. Blacksmith shops began supplying auto repair services, and hitching posts and water troughs were removed to provide parking space. Electric lights replaced coal oil lamps, eliminating the need for the village lamplighter to light the street lamps each evening. By 1910, the school had grown to four rooms, and in 1915 the first Florence High School class, with four graduates, received their diplomas.

Recently noted as one of Kentucky's fastest growing cities, today's Florence reflects little of the early days of dense forests, green pasture farmland, simple log buildings, and dirt roads, but it remains a major crossroads; a gathering place. Perhaps only Main Street, despite assaults by "progress", retains a sense of the spirit and character embodied in nineteenth century Florence. Today's efforts to strengthen that identity for Florence will provide a meaningful legacy for generations to come. Special thanks to William Conrad for his "The Vanishing Florence".
Problems with Current Zoning

The current Commercial Two (C-2) zoning's purpose is to provide comparable shopping goods, professional services and some convenience goods required for normal living needs as well as major purchase opportunities. This purpose also holds true for Main Street, however, the zoning district as applied to Main Street is not appropriate. The current zoning regulations do not allow for the flexibility or mixing of uses that are commonly found in Main Streets throughout the Country.

Main Street is decidedly different from the rest of the City of Florence because of the physical environment. The buildings are located close to the street and residential and commercial uses are intermixed. This area once created an identity and center for Florence, however, this uniqueness and identity is not reflected in the zoning. Main Street is lumped together with typical suburban strip center commercial development which are predominately automobile oriented. Strip center developments do not promote a community identity nor do they promote pedestrian friendly environments. The Florence Main Street does afford the opportunity to create a strong community identity and pedestrian environment, therefore, the zoning should encourage and promote this type of development.

The current dimensional standards for the Commercial Two (C-2) zone require a minimum lot size of 5,000 square feet with 50 feet of road frontage and a 75 feet front yard setback. A lot this size would only allow for a building 150 square feet in size if the current building setbacks where imposed. A large number of the existing lots located on Main Street are shallow and narrow and could not be built on without a setback variance from the Board of Adjustments. Therefore, the setbacks and lot sizes that the Commercial Two (C-2) zoning requires are not compatible with the small, narrow and irregular shape lots that are common along Main Street. The current building setbacks are generally designed for larger lots which promote parking in the front of the building. This type of development is not possible, practical or desired on Main Street.

The existing commercial zoning allows for a wide range of uses which are typically found on any Main Street, but does not permit residential uses. The Florence Main Street Association has indicated that they feel the principally permitted uses within the C-2 zoning are appropriate and that the uses that are permitted within a Small Community Overlay are even more appropriate for the Florence Main Street. They have also indicated what uses they feel are not appropriate, such as drive-thrus and uses that would cater primarily to youth, such as arcades or ice skating rinks. In addition, they have indicated that they would like greater flexibility to accommodate mixing of uses in both new and old structures and the option of replacing old buildings with new buildings if needed.
FLORENCE MAIN STREET ZONING STUDY

Intent/Purpose

The intent of this article is to preserve and protect the existing character of the businesses and residences found along Main Street in Florence, Kentucky and to promote their continued vitality. The Florence Main Street affords the opportunity to create a strong community identity and pedestrian environment, therefore, the zoning should encourage and promote this type of development. The purpose of this zoning district is to provide a mixing of commercial, professional and residential uses which establish, protect and promote a neighborhood and community identity while establishing a more urban character that provides needed community services.

The variety of land uses and unique character found on Main Street cannot be practically accommodated by the other basic zoning districts established by the Boone County Zoning Regulations. Therefore, this study creates and permits the flexibility and mixing of uses that are essential to maintaining the vitality, viability and character of Main Street.

The purpose of the Design Review Guidelines for Main Street in Florence, to be implemented in conjunction with a new zoning district, is to provide a unified direction for proposed alterations to existing Main Street buildings, or new construction within the zoning district. The guidelines are based on maintaining the historic character of Main Street in terms of scale, rhythm, and massing, but are not intended to recreate a particular historical time period or architectural style. These guidelines will serve as an advisory tool for property owners contemplating changes to their buildings, or planning new construction. The Guidelines will also provide standards on which a Design Review Board can base decisions. All exterior alterations (except those noted in the guidelines), additions, demolitions, or new construction within the study area would be required to obtain a Certificate of Appropriateness for the proposed work.

Design Review Guidelines can assist in reestablishing and reinforcing a unique sense of place for Main Street. They encourage a positive relationship between buildings and open spaces, and provide for continuity of existing scale, rhythm, massing, and setback. These guidelines are not intended to force a property owner to make unwanted changes, or require that new construction mimic historical design. The Design Review Guidelines support an effort to make Main Street a pleasant, accessible, and identifiable community center for the residents of Florence.

Location

The Florence Main Street Zoning Study is located in the southeast portion of the City of Florence, Kentucky (See Map #1). The Study area is defined as all properties which have lot frontage along Main Street in Florence, Kentucky and is identified on Map #2. The zoning district is identified on the Official Florence Zoning Map as Florence Main Street (FMS) (See Map #3).

Procedure

An applicant will be required to file an application for a Certificate of Appropriateness (COA) in conjunction with the procedures required in Article 30 and 31 of the Boone County Zoning Regulations for any property located within the Florence Main Street Zoning Study area on which a building is proposed to be erected, altered or expanded. A COA will not be required for any interior alterations to an existing building.
FLORENCE MAIN STREET ZONING STUDY
BOONE COUNTY PLANNING COMMISSION
Prepared For The City Of Florence, Kentucky
July 1994
All applications for Certificate of Appropriateness shall be reviewed by a designated Boone County Planning Commission staff member. Approval of applications shall be based on the compliance with the Design Review Guidelines established specifically for the Florence Main Street Zoning Study. A COA will not be required for ordinary maintenance and repairs intended to correct deterioration, and where no change is made to the appearance of the building or grounds. A list of ordinary maintenance and repairs can be found in Appendix C.

The designated staff members shall not deny any application made for a COA, but rather shall forward the application to the Florence Main Street Design Review Board. This Board which shall be appointed by the Florence City Council, shall have the authority to grant approval or deny the submitted application. The Board’s action on the application shall be based on the Intent and Purpose section of the Florence Main Street Zoning Study and the established Design Review Guidelines. In the case of denial an appeal can be filed within 30 days of the Boards action to the Florence City Council. New building construction (excluding additions to the existing structures) and demolitions of existing structures cannot receive a COA from the designated staff and will require approval by the Board. Site Plan Approval and/or Zoning Permit Approval shall only be issued in conjunction with the appropriate COA.

All applications for a Certificate of Appropriateness shall be required to provide three (3) sets of appropriate drawings which illustrate the changes being proposed. The plans should provide sufficient detail from all views necessary to properly identify and illustrate the changes being proposed for any alterations, additions, or new construction. In addition, appropriate samples of proposed materials may also be needed.

Waiver of Requirements

The Zoning Administrator in conjunction with the Florence Main Street Design Review Board may reasonably waive or modify, with conditions, the design review guidelines within this Article if it is determined that such action is warranted given the nature of an individual project and such action will serve to preserve the Intent and Purpose of this Article. In addition, a waiver can be granted if the strict provision of the regulations found within this Article would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant. The applicant shall request a waiver of the Design Review Guidelines in writing and shall have the responsibility of demonstrating the hardship and reasons for the waiver.

Principally Permitted Uses

1. Grocery stores and supermarkets, retail sale of meat, fish, dairy and poultry products, bakery, produce and specialty foods;

2. Professional services and professional offices to include legal, architecture, engineering, real estate, insurance, accounting, financial, travel agencies and similar type uses;

3. Studios for artists, designers, photographers, musicians and sculptors;

4. Florists excluding greenhouses;
5. Postal services and packaging services provided the use is essential for pick-up and delivery convenience and not storage or transfer activities more appropriate to an employment district;

6. Medical, dental or optical clinics;

7. Beauty and barber services and tanning salons;

8. Day care centers;

9. Antiques, art, craft and hobby supplies and products, gifts and novelties;

10. Apparel stores, department stores, general merchandise, shoe stores, specialty clothing or boutiques and other apparel retail trade;

11. Eating and drinking places including alcoholic beverages, but excluding drive-through restaurants;

12. Household electronic sales;

13. Churches, synagogues, temples and other places of religious assembly for worship;

14. Bed and Breakfast Inns;

15. Detached single-family, duplex, townhouse, apartments, condominium and landominium dwelling units;

16. Art, music and dancing schools, libraries and museums;

17. Motion picture theaters, play houses, puppet shows (indoor);

18. Recreations centers, gymnasiums, parks, clubs and similar athletic uses;

19. Professional schools and special training and schooling facilities;

20. Sporting goods including bicycles;

21. Draperies, curtains, upholstery and floor coverings, furniture sales and repair;

22. Books, stationery, newspapers, magazines, related media, greeting cards and party supplies;

23. Hardware, paint, glass and wallpaper stores;

24. Banks and financial institutions (excluding drive-throughs);

25. Dry cleaning services, shoe repair, and tailoring;

26. Elderly housing facilities and nursing homes;

27. Jewelry stores;

28. Body-art services.
Accessory Uses

1. Accessory uses for a dwelling unit:
   a. private garages;
   b. structures such as fences and walls;
   c. buildings such as storage sheds, private greenhouses and gazebos;
   d. private swimming pool, sauna, bath house and similar accessories;
   e. the keeping and use of appropriate household pets;

2. Parking located in the side or rear of the lot (See Article 33);

3. Temporary buildings incidental to construction;

4. Play lots and tot lots;

5. Directional and incidental signage (See Article 34);

6. Automatic teller services;

7. Outside storage, display, loading, uncrating or unpacking areas which are an integral function of a permitted use and do not create outside spaces which will tend to enlarge or overpower the activities of permitted uses, and which are conducted in accordance with Section 3154;


Conditional Uses

The following uses and appropriate accessories subject to the approval and qualifications of the Board of Adjustments and Zoning Appeals provided: a) the activity is an integral and subordinate function of a permitted use, and functions to preserve and protect the existing character of businesses and residences found along Main Street; b) the activity will further add to, not detract from, the creation of a compact, multi-purpose and pedestrian oriented environment; c) the arrangement of use, building, or structure is compatible with the arrangement or organization of permitted and accessory uses which are to be protected in the district;

1. Drive-through banks and financial institutions;

2. Eating and drinking places including alcoholic beverages that provide entertainment;

3. Small scale sales or leasing of new and used motor vehicles requiring the storage of no more than twenty five (25) vehicles on the premises.

Minimum Standards

The mixing of uses, such as residential, retail and office uses would be permitted within the Main Street Zoning District. The mixing of uses can occur within one building or within more that one building located on any one property. However, retail uses are encouraged to locate on the ground floor of existing or new buildings with residential and office uses located in the rear or upper levels of buildings.
1. Minimum Lot Sizes - none required;

2. Minimum Lot Frontage - none required;

3. Height Standards - 50 feet maximum and 30 feet maximum for any use that adjoined an existing residential zone;

4. Intensity:
   - Maximum: 12,000 - 15,000 square feet of gross floor area per acre;
   - Residential: minimum dwelling size 500 square feet;

5. Yard Standards - existing buildings which are located further than ten (10) feet from the front property line will be permitted to construct an addition which is consistent with the existing building setback.
   - Front: 10 feet maximum;
   - Side: None required;
   - Rear: 20 feet will be required when a non-residential use adjoins an existing residential use;

6. Parking Standards:
   - Commercial: 1 space per 500 square feet of gross floor area, parking requirements for all other permitted uses can be found in Article 33;

7. Fences:
   a. Fences located within the front yard shall not exceed three (3) feet in height and shall not obstruct a driver's visibility. In addition, fences located within the front yard or located along a public right-of-way shall be of a finished material (i.e. painted) and maintained so as to present an attractive appearance. Fences located in the side or rear yards shall not exceed six (6) feet in height and shall not be permitted to have razor wire or barbed wire incorporated into the fence;
   b. All fences shall have the finished side facing out. All structural supports shall not be visible from adjoining properties or right of way;
   c. Fences located within the front yard shall be of a decorative design. Chain link fences will not be permitted in the front yard or within the side of rear yard when visible from a public right-of-way;
   d. All fences shall be constructed of durable materials and shall be install to withstand the elements. Masonry walls can also be used in the place of a fence if desired. However, all walls including retaining wall shall have a finished side which is constructed of stone, split faced block, brick or similar material;
8. All activities located or conducted on properties within the Main Street Zoning District shall not produce objectionable levels of odor, dust, smoke, cinders, gas fumes, noise, vibration, refuse matter or the like which create a nuisance for a neighboring property.

9. No seasonal use will be permitted as a accessory use unless it is located within an existing structure. All seasonal uses will require a Temporary Commercial Display (TCD) which is outlined in Article 35.

10. Parking will not be permitted within the front of a building.

11. Additional requirements which are not addressed within this Article may be found in Article 31, Supplemental Performance Standards.

Parking Requirements

Because of the proposed reduction of setbacks and increase permitted uses the density of Main Street may increase substantially. With this increased density will come increased parking demands and unless parking solutions are created in conjunction with the new zoning requirements additional problems with parking may develop.

The existing physical composition of Main Street does not permit sufficient on-site parking or parking in the front of most buildings located on Main Street. This reality balanced with the desire of each merchant to have parking located in the front of their individual businesses creates a problem. The most pressing problem is balancing parking needs of merchants with the opportunity to create a community identity and friendly pedestrian environment. If parking is permitted in the front of buildings or if buildings are demolished along Main Street to provide parking the community identity and pedestrian environment may be lost. Therefore, the location of parking facilities, identification and pedestrian connections to the parking facilities will be critical to the future success of the Florence Main Street Zoning Study.

The Main Street area has sufficient parking for the current businesses located within the Main Street Study Area. However, the highest daily demands for parking are located between Dortha Avenue and Youell Street while the largest number of parking spaces are located at either end of Main Street. Another problem is that the existing parking lots are independently owned and restrict who can use each lot. One solution would be to provided common parking lots which are owned and controlled by an association. This option would permit a more efficient use of the existing parking lots. Another option would be to create new centrally located public or association owned and controlled parking lots.

Off-street parking will not be required for a new development, addition or change in use if a shared parking agreement can be made with an adjoining property owner who has available parking. In addition, parking agreements may be made with an adjacent property owner that is within 200 feet of the proposed use requiring parking. This agreement shall be in writing and shall provide sufficient parking to handle the required number of parking spaces for the existing use and the developing use seeking the shared parking agreement. Any shared parking facility shall conform to the current requirements of Article 33 regarding the design and layout. If a shared parking agreement cannot be obtained then the proposed use shall conform to the parking requirements established in Article 33. If common or public parking facilities are provided for the Main Street merchants and residents then these spaces could be used to meet the parking requirements of Article 33.
The information originally contained on this page was deleted by the City of Florence on November 15, 1994.
Sign Requirements

Signs located within the Florence Main Street Zoning Study area shall conform to the requirements in Article 34 of the Boone County Zoning Regulations, the Design Review Guidelines and those listed below. The Design Review Guidelines shall illustrate the proper location, type and size of building mounted and free-standing signs which can be erected within the Florence Main Street Zoning Study area.

1. The size of building mounted signs shall not exceed one (1) square feet of sign area per linear foot of building width. Building mounted signs shall not exceed 32 square feet in size.

2. Signs cannot project more than four (4) feet into the right of way and the bottom of the sign shall be located a minimum of ten (10) feet above the ground. The maximum permitted size for projecting signs will be 16 square feet.

3. No sign shall be permitted to be located above the roof line.

4. A density of one sign per building frontage will be permitted for a maximum of three (3) building mounted signs.

5. Window signage will be permitted, but shall not become cluttered to the point where visibility into the store front is prevented.

6. Canopy signs will be permitted on all three (3) sides of the canopy. The size of each sign shall be determined by the width of the canopy upon which the sign is mounted and not the building width. No sign will be permitted on the building facade where a canopy sign is located.

7. Free-Standing signs shall not exceed eight (8) feet in height above ground level and 32 square feet in size. All free-standing signs shall be set in an appropriately landscape area. In addition, free-standing signs shall be located out of all public right-of-ways and shall not obstruct a drivers visibility.

8. Multiple tenant buildings shall be permitted one building mounted sign or projecting sign per building facade. The area of the sign shall be calculated by the building frontage occupied by the individual establishment.

9. Portable signs shall be permitted but shall not exceed eight (8) square feet in size. The sign shall be of an A frame chalk board design. One sign will be permitted per entrance of the building and can be located within the public sidewalk next to the building. The sign shall not be located in such a way as to obstruct movement along the sidewalk or a drivers visibility. The sign shall be removed at the close of business each day.
Recommendations For Additional Areas Of Study

This Study only addresses the issues of zoning and design review for the Florence Main Street area. There are many additional items and areas of concern which should be addressed within the following years. First, before any physical improvements are done for Main Street the impacts should be study. A detail analysis of the road should be conducted to ensure that the function of the roadway which serves as a major connection between the three (3) arterial roadways of US 25 and 42 and KY 18 is not undermined by improper design. Secondly, it is very important that the City of Florence and the Florence Main Street Association begin to work together to market Main Street. The corporation between the City and the Association will be essential in the longevity of the Main Street area. A strategy must be developed to promote the Main Street area both to potential customers and prospective businesses. In addition, a Main Street logo should be created and used to identify and promote Main Street with street signs.

A public/private partnership should be created in the development and operation of parking lots and these parking lots should be adequately identified with public signage. The proposed sidewalk improvements along Main Street are very important, but equally important are the areas that surround Main Street. For a lively pedestrian center easy pedestrian access has to be created and encouraged and proposed future and existing residential areas need be connected to Main Street. Therefore, a study should be conducted to determine how the surrounding residential areas can be connected to Main Street if they currently are not, and identify where improvements can be for residential areas that are connected. Lastly, the Florence Main Street Zoning Study should be revised within a period of two years to evaluate the performance of the Study and ensure that the Intent and Purpose of the Study is being accomplished and to facilitate appropriate changes if needed.
DESIGN REVIEW GUIDELINES

General Guidelines

The architectural character of Main Street is quite diverse, with buildings dating from the 1840s to 1980s. Although many original buildings are now gone, over half of the existing structures exhibit historic design and features. In a number of cases, alterations such as bricked-up windows and artificial siding has disguised important features. These guidelines are intended to strengthen and unify the visual and pedestrian character of Main Street. They are not intended to recreate a particular historical time period or theme. The guidelines encourage careful planning prior to making changes or additions, demolition, or new construction.

The wide variety of buildings types on Main Street makes it necessary to consider each project individually, but certain general guidelines apply in all rehabilitation projects:

* Removal and/or alteration of historic materials and features should be avoided.
* Repair rather than replace important architectural features. Replacement, if necessary, should duplicate original design and materials.
* Uncover original design features, or look for evidence of what was formerly there.
* New additions should not detract from the character of the original building. They should look new, but be compatible with the original building and surrounding structures.
* New construction should be designed to be compatible with the surrounding buildings, and contribute positively to the overall character of the streetscape.

These guidelines are based on the Secretary of the Interior’s Standards for Rehabilitation (Appendix A), established by the United States Department of the Interior as a guide for property owners.

The information in bold type, within each section, indicates key points for design review decisions.

Staff assistance is available to anyone contemplating changes to their Main Street property. Pre-application meetings are encouraged before an application is submitted to ensure that proposed changes will follow the Guidelines.
MASTONRY

A number of historic, as well as more modern buildings on Main Street are brick. The following guidelines protect historic masonry buildings but certain techniques may also apply to newer structures.

Cleaning - Cleaning should be considered only when absolutely necessary, and should be completed using the gentlest means possible. Normally, water and detergent will clean masonry surfaces sufficiently. Water pressure should not exceed 600 pounds per square inch. Pressure above this could damage brick surfaces.

Chemical cleaning of a masonry building, usually to remove paint, is acceptable, but should be completed by a professional familiar with the process and materials.

Sandblasting or the use of high pressure water cleaning should never be used. Both these techniques destroy the outer surface of brick, particularly old brick which is softer, and lead to deterioration of the masonry surface. This type of cleaning may also destroy mortar joints, necessitating further repairs.

Repointing - Mortar used on historic buildings is softer than modern mixes, and is usually composed primarily of lime and sand. This type of mortar allows for similar expansion and contraction of the brick and mortar during periods of freeze and thaw. Hard mortars, such as Portland Cement, should not be used.

New mortar joint profiles should match the existing joints. They should not cover the brick surface or obscure details. The mortar should be tinted to match the color of existing mortar joints. In Boone County, using sand from the creek nearest to the project often creates a color close to the original shade.

Sealants and Paint - A masonry building should not be treated with a water sealant if the brick is in reasonably good condition. The sealant blocks the escape of water vapors from the brick, causing deterioration over a period of time. Brick surfaces that have been severely damaged, such as by sandblasting, and are now porous may be protected from further damage by application of a proper sealant. This process has a limited life span, and must be periodically repeated.
Stucco is not recommended as a means of protecting masonry. It may negatively alter the appearance of a historic structure as well as damaging the underlying brick.

Masonry buildings that have not previously been painted should not be painted. Repainting a previously painted building is appropriate. Painting is also a preferred protective measure for a masonry building whose surface has been damaged.

Masonry buildings should never be covered with metal or vinyl siding, artificial stone surfaces, or any other type of applied, artificial siding.

SIDING

Original building surfaces should be maintained. Main Street has examples of both frame, (or wood), and masonry, (or brick), buildings. Much of the character of existing buildings has been lost due to the inappropriate use of synthetic siding. For the purposes of these guidelines, synthetic siding is defined as materials such as vinyl, aluminum, asphalt or asbestos shingle, formstone, brick veneer, or other manufactured material applied to the exterior surface of a building.

Modern synthetic siding, such as vinyl and aluminum, have several major drawbacks that make their use on older or historic buildings inadvisable.

* Vinyl and aluminum siding are usually guaranteed for twenty years. A good paint job will usually last 7 to 10 years. Synthetic siding deteriorates by fading, becoming mildewed, or being damaged. Aluminum siding may dent easily, and vinyl siding becomes brittle in cold weather, leading to cracking. Synthetic siding must be replaced as it cannot be repaired, and once painted (original color is usually difficult to match), will need to be repainted as often as wood.

*Synthetic siding does not reduce energy costs as little heat is lost through the walls, and wood is a better natural insulator than either vinyl or aluminum.

*The application of synthetic siding is often used to cover existing problems. Peeling paint, insect damaged or rotting wood are symptoms of a more complex problem, frequently water damage of some sort. Siding a building will not correct these problems, but it may accelerate the damage.
*In the event of a fire, aluminum siding will trap the flames, and intensify the fire on the interior of the building. Vinyl siding has a lower melting point than wood, and also may emit toxic fumes when burned.

*No matter how good the installation, damage to the original material is inevitable. Synthetic siding will alter or destroy the historic character of a building, change the proportions of building surfaces, and destroy significant details.

The use of synthetic siding is strongly discouraged. Synthetic siding materials will be considered only in cases of extreme damage to a building's original surface. Siding should not be applied over rotted wood. When synthetic siding is approved, it must match the size (width) and direction (usually horizontal) of the original siding. Corner boards should also be the same size as existing examples, and architectural features such as cornices, window sills and lintels, porch posts and railings, and other decorative detailing should not be obscured or removed. Shutters, if originally present, will be reinstalled after the siding is applied. The color of the siding should closely match the original color of the building. Siding materials that attempt to imitate wood or masonry should not be used.

Masonry buildings must not be artificially sided.

**ROOFS AND GUTTERS**

The original shape of the roof, and roof elements, should be preserved. Alteration or additions to the roof by such elements as dormer windows, skylights, roof decks, or roof gardens on the front of a building are strongly discouraged.

Original roofing material should be retained whenever possible. New material should be compatible with the overall character of surrounding buildings. New roofing materials should not alter or obscure character defining roof features such as chimneys, dormer windows, cornices, brackets, or weather vanes.

Accessories such as television antennas and satellite dishes, and mechanical equipment, such as air conditioning units, should be avoided when possible, or placed in an inconspicuous portion of the roof.

**Gutters**

Existing box gutters should be maintained and preserved. If gutters are replaced, half round gutters should be used on the sides and rear of the building, with original gutter shape on the facade. All downspouts and exposed gutters should be painted to match the color of the building or trim.
DOORS

Doors are also an important visual element on a building. On Main Street, door styles are as diverse as the buildings themselves. Doors are especially important in a pedestrian-oriented street plan, as the entrance configuration may strongly influence the customer's or resident's first impression of that business or building.

The original door should be retained, and repaired if necessary. This includes maintaining the original wood stain; doors previously unpainted should remain so unless their condition will no longer handle varnish. The shape of a door on the primary facade should not be altered or filled-in. This includes transoms and sidelights, if present.

Under no circumstances should existing doors be turned into windows, or vice-versa. If an existing door is not desired, it can be fixed in place on the outside to retain its original appearance, while being covered on the inside. If a door on the side or rear of the building is filled in, the original shape should remain by setting the infill material slightly back from the surface, and leaving other entrance elements, such as a door sill, intact.

Replacement doors should match original materials as closely as possible. Modern doors on historic buildings are discouraged, unless they are specifically designed to match the original. Replacement doors are available as reproductions, or by using old materials salvaged from other buildings. Historic doors should not be used on a new building, unless they are appropriate for the current design of the building.

Screen or storm doors should be avoided on the primary facade as much as possible. If used, storm doors should have large expanses of glass and be of wood, or dark anodized metal. Unpainted aluminum frames should be primed and painted.

On a historic building, especially residences on Main Street, a wooden screen door may be appropriate. The screen door should be stained or painted to match the primary or trim color of the house.

WINDOWS

Window openings are a distinctly important element in the overall character of any building. The original pattern of openings, as well as their shape and design, should not be altered. It is essential that windows not be turned into doors, and vice-versa, especially on primary facades.
Existing original windows should be retained whenever possible. In most instances, original wood windows can be repaired and reworked to become energy efficient. When replacement is necessary, new windows should match the original shape and materials as closely as possible. Retention of the original pane configuration is strongly encouraged, however existing six-over-six, or two-over-two sashes may be replaced with one-over-one sashes. The use of snap-in grids that give the appearance of a multi-pane sash is discouraged.

Window shape or design from a style or era different from the building should not be used. The attempt to make a building "look historic" or make an old building appear modern, is strongly discouraged. Existing stained or leaded glass should be retained, but these materials, as well as window features such as bays, should not be added to any primary facade.

Storm windows can provide significant savings in energy costs. New storm windows should be anodized aluminum, or baked enamel in a finish that blends with the window frame. Untreated aluminum windows should be avoided, but if used, they should be primed and painted to match the window surround. Storm windows should be the same size as the window, and should be of single pane design that allows the window pane configuration to show.

Window openings should not be altered (made larger or smaller) or filled in, especially on primary facades. If windows are filled in on the side or rear of a building, the original opening should remain apparent. Infill materials should be set back slightly, and lintels and sills should remain in place. If shutters are used on the building, they can be set in a closed position to maintain the appearance of a window.

Original shutters should be repaired, when necessary, and retained in working condition. Replacement shutters should be the same design and size as originals. The addition of new shutters may be appropriate on certain building styles, but they should be large enough to cover the entire window if closed.

Canvas or fabric awnings may also be appropriate for some Main Street buildings. They can restrict sunlight to interiors, provide shade, and serve as an attractive and unifying element for different styles of buildings, and types of businesses. This type of use, when appropriate, is encouraged. Metal or plastic awnings should not be used. (The use of awnings/canopies for signage is discussed in a later section.)
PORCHES

Porches can be an important functional and stylistic part of a building. Distinctive porch size, shape, or detailing, or the lack of a porch, can often give clues to the overall architectural style and date of construction for a building. For example, a porch was an essential element of the popular early twentieth century bungalow style, which depended heavily on the concept of unity with nature, and clean, uncluttered lifestyles.

Many of the original porches on Main Street, most dating from the early twentieth century, have been enclosed using solid materials. This can seriously damage the integrity of a building. If more living space is necessary, alternatives to filling in a porch should be explored, and are strongly encouraged by these guidelines.

Unless an original porch is being replaced, a new porch on the facade is usually not appropriate. Replacement of an original porch should be based on historic photographs, or structural evidence, and be constructed of materials compatible with those of the building, and the original design. New porches, decks, or patios are best added in the rear of the building, where they are not visible from Main Street.

PAINT

As previously noted, Main Street features a variety of building styles, materials, and colors. Appropriate paint colors can do more to attract positive attention, and provide visual continuity than perhaps any other element. For historic Main Street buildings, the paint color used should reflect those typically used with that particular style and time period. Staff can make suggestions as to what color, or colors may work well. Many paint companies also produce "historic" colors, although historic time periods represented should be comparable to the existing building style.

Paint can tie together a number of different elements, including original buildings and additions, and decorative features. Shiny aluminum door frames and windows detract from the overall appearance of a building. Whenever possible, prime and paint these features with a neutral or matching color, or use anodized aluminum frames.

Intense, bright colors such as fluorescent orange, yellow, green, and similar shades will not be used.
SITE FEATURES

SIGNS

Signs within the Florence Main Street Zoning District will conform with the specific zoning requirements for this district, and the following Design Review Guidelines. Pictorial examples of the sign guidelines described below follow this section.

Signage plays a crucial role in the overall appearance of a street or community. Poorly designed or badly placed signs can destroy visual continuity and detract from the positive character of an area. Much of the current signage on Main Street is designed for rapidly moving automobile traffic. As a result, the pedestrian is offered little exterior information about a business, and may feel intimidated and overwhelmed. If this area is to be a successful pedestrian corridor, existing signage that is particularly high or large should be removed, and replaced with signs of a more appropriate scale. All new or altered signs will be required to follow these guidelines.

Signs should be compatible with the design of the building, and not obscure any architectural details or features. They should reflect the nature of the business they represent, and not attempt to create a false image; historic, grandiose, or otherwise.

Signage, whether building mounted, projecting, freestanding, or in a window, should be of a size proportionate to the building. It's not always necessary to have a sign as large as permitted. This is especially true in a pedestrian-oriented area, where attractive design, color, and appropriate placement make more of an impression than size.

The lighting of a sign must follow the zoning regulations. Once again, less is often better than more. Lighting should be minimal, in proper scale with the sign and building. It may be more effective to focus night lighting on a building, or a significant architectural feature.
On historic commercial buildings, signs should be placed in the location designed for that use. For optimal pedestrian attention, a sign, wall mounted or projecting, should not be placed above the second floor window sills, or the cornice of a one-story building. A wall mounted sign, on a historic building, should be attached with minimal damage to historic materials. Projecting signs should be used sparingly as they can obscure other buildings, and interrupt the visual harmony of the street. If they are used, these signs should be relatively small and the brackets used to attach to the building should be of compatible design and materials, or as inconspicuous as possible. Window signage or lettering may be used effectively, with appropriate windows, but should not obscure the view into a business, and should be in proper scale with the window area used. All freestanding signs must be designed to be compatible with the streetscape, and be properly landscaped.

The use of fabric or canvas awnings/canopies on a building can provide visual continuity, and an appropriate location for painted or applied lettering or symbols. Wood or metal awnings are not appropriate, as neither are wood or metal signs placed on an awning or canopy. The awning should be properly placed on the building, and not cover or obscure architectural detailing. Awnings and canopies should not be internally lit.

The lettering of a sign should be as simple and clear as possible, using usually no more than 60% of the surface for lettering. Appropriate and attractive signage typeface and design can do much to create a positive image for a business.

The following 2 pages show examples of the sign guidelines discussed in this section.
APPROPRIATE BUILDING SIGNAGE IN SCALE WITH PEDESTRIANS

SIGNS ABOVE AWNING: APPROPRIATE

AWNINGS ARE AVAILABLE IN MANY STYLES AND COLORS.
POST MOUNTED OR LOW MONUMENT SIGNS MAY BE APPROPRIATE

INAPPROPRIATE

GOOD SIGN PLACEMENT AND DESIGN

INAPPROPRIATE

APPROPRIATE
OTHER SITE FEATURES

Site features may include such elements as driveways and walkways, garages and storage buildings, fences and walls, lighting, and landscaping. All these features help define the character of a street or community, and are an important part of any project.

The addition to or modification of garages and other outbuildings, visible from Main Street, should be compatible with the overall character of the area. New accessory buildings that present an incompatible appearance, such as those of prefabricated metal, should not be visible from the street. Additional parking that fronts on or is visible from Main Street, will not generally be allowed.

There is currently little or no fencing on Main Street, but relaxed site regulations may change that. If used, fencing should be compatible with the design and material of building, and appropriate for a mixed-use area. Generally, cast iron fences, and low masonry or stone walls would appear to be the best choices for use on Main Street. Split rail, or other wood fencing, or chain link fencing is not to be used in the front or visible side yard of a building. Concrete or concrete block walls are also discouraged. All walls and fencing must comply with applicable zoning regulations and building codes.

LIGHTING

Lighting fixtures on buildings, or in adjoining yards or parking areas should not detract from the building or the general character of the street. While lighting should be sufficient for safety needs, it needs to be carefully planned.

Lighting fixtures on a building should be in proportion to the size of the structure. A building should have lighting that is appropriate for its style and time period. The use of imitation historic lighting is discouraged. Harsh or colored lights should also be avoided.

Once an unified street lighting pattern is established, exterior lighting in front yards, walkways, or parking lots should be compatible. As with other elements of design on Main Street, the most effective lighting plan should be efficient, simple, and as unobtrusive as possible.
LANDSCAPING

Individual property landscaping on Main Street may largely take the form of assisting with the maintenance of proposed street trees and green spaces. Main Street was once known for its corridor of large trees. Reestablishing this tradition, along with attractive property landscaping, will do much to strengthen the character of Main Street, and make it a place where people want to shop, live, and work.

Existing trees, bushes, and other plantings, if appropriate, should be properly maintained, including periodic trimming. Trees and bushes should not overwhelm a building, and landscaping should enhance, not obscure, the architectural details. As much as possible, existing parking that fronts on Main Street should be screened from the street, or plantings that soften the effect should be introduced.
NEW CONSTRUCTION (INCLUDING ADDITIONS)

New construction can play a significant role in the revitalization of a downtown corridor. Additions to existing buildings often enhance the usability of a structure, while maintaining original character, and recognizing its contribution to the overall streetscape. If Main Street is to become a viable pedestrian-oriented setting, great care must be taken that additions and new construction add to, rather than detract from, the character and the integrity of the area as a whole.

Given the wide diversity of architectural styles, building materials, overall design, and setbacks found on Main Street, specific guidelines for new construction are impractical. Each project, whether new construction or an addition to an existing building, must be studied and evaluated in terms of its street location, the style and scale of surrounding buildings, and projected use. Visual continuity is critical for a successful pedestrian corridor.

Building additions must be compatible with the original structure in design, scale, and materials. They should not attempt to copy the original building, or be a different scale. Additions usually work best when they are not readily visible from the front of the building. Architectural integrity and creativity is essential for an appropriate addition, as it is for new construction.

A pedestrian-friendly street functions best when buildings are located close to the sidewalk. The scale, that is overall size and massing, should be inviting rather than intimidating. Display windows, or first floor building details will draw the customer, or resident, in, and increase business or add to livability.

Maximum building height may be determined by zoning regulations, but plans for new construction need to consider the height of surrounding buildings, and be sensitive to the overall impression that will be created. This is also true for the size or massing of a new building, although limited room on Main Street may naturally handle this. In both cases, respect for surrounding buildings and street features is the crucial element.

It is essential that new construction be obvious as such, and not try to mimic existing or perceived historical time periods or trends. For example, a "Williamsburg" or colonial image is not appropriate for Main Street. New construction may draw elements from historic design, but the overall interpretation should be clearly contemporary. Especially important in this effort is the use of compatible materials. These may be different, depending where on Main Street the new construction is located, but certain materials, such as mirrored or reflective glass in large quantities, a wide use of metal, or synthetic siding are not likely to be sympathetic to the existing streetscape.
DEMO\013LITION

Proposed demolition of a building within the Florence Main Street Zoning District will require a Certificate of Appropriateness, issued by the Florence Main Street Design Review Board, as well as a demolition permit from the Building Inspector. No permit or COA will be issued until the process described in the Zoning Regulations has been completed.

Generally speaking, demolition of a building will be allowed only when one of the following factors applies:

- Demolition is necessary for public health and safety reasons.

- The owner can demonstrate, to the satisfaction of the design review board, that the building cannot be reused, or that its full or partial use will not bring a reasonable economic return.

- The demolition request pertains to an accessory structure of a different period, or an inappropriate addition. Demolition will be allowed if it can be shown that this action will not have a negative or adverse impact on Main Street.

- The demolition is consistent with plans or policies established by the Florence City Council.
APPENDIX A

SECRETARY OF THE INTERIOR STANDARDS FOR REHABILITATION

1. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment, or to use the property for its originally intended purpose.

2. The distinguishing original qualities or character of a building, structure, site, or its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.

3. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.

4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

5. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.

6. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, color, design, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

7. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.

8. Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to, any project.

9. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural, or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.

10. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.
APPENDIX B

GLOSSARY

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

Alteration - Work which impacts any exterior architectural feature including construction, reconstruction, or removal of any building or building element.

Architectural Feature - A significant part or element of a building, structure, or site.

Bracket - An ornamental or structural member, or both, set under a projecting element, such as the eaves of a house.

Bungalow - Common house form of the early 20th century distinguished by horizontal appearance, wide eaves, large porches, and multi-light doors and windows.

Colonial Revival - House style of the early 20th century based on interpretations of architectural forms of the American colonies prior to the Revolution.

Compatibility - Harmony in appearance of two or more exterior design elements in the same area.

Cornice - Any projecting ornamental molding along the top of a wall, building, etc.

Demolition - Any process that destroys part or all of a building in the Main Street district.

Dormer - Small window, with its own roof, that projects from a roof.

Double Hung Window - A window with two sashes, one sliding vertically over the other.

Elevation - Any one of the external faces of a building.

Ell - The rear wing of a house generally one room wide and running perpendicular to the principal building.

Facade - The main face or front of a building.

Fenestration - The arrangement of windows on a building.

Frieze Board - A flat board at the top of a wall directly beneath the cornice.

Gable Roof - A roof with a central ridge and one slope at each side.

Lintel - A horizontal beam or stone bridging an opening, and carrying the weight of the wall.

Maintenance - To keep a building, or site feature in good repair or condition.

Proportion - The balanced relationship of parts of a building, site, landscape, or group of buildings to each other and the area as a whole.
Sash - The movable framework containing the glass in a window or door.

Scale - Proportional relationship of the size of parts to one another, and to the human figure.

Sill - The bottom crosspiece, designed to shed water, on a window or door frame.

Siding - The exterior wall covering or sheathing of a structure.

Streetscape - The observable scene along a public street that contains natural and manmade features such as buildings, plantings, fencing, paving, and miscellaneous structures.

Transom - Horizontal window-like element, glazed or solid, above a door or window.

Weatherboard - Wood siding consisting of overlapping boards, usually thicker at one edge than the other.
APPENDIX C

A Certificate of Appropriateness (COA) will not be required for ordinary maintenance and repair intended to correct deterioration, and where no change is made to the appearance of the building or grounds. Ordinary maintenance and repair includes:

- Repainting with the same color.
- Caulking and weather-stripping.
- Replacing window glass, as long as window shape or style are not altered.
- Minor landscaping, except when the entire yard or site is being replanted.
- Repairs to fences, walks, and driveways as long as replacement materials match the existing or original materials, details, and color.
- Replacement of gutters and downspouts, or existing roof ventilators on rear slopes, as long as the shape and color matches the original or existing element.
- Small surface repairs, such as deteriorated siding, porch flooring or steps, or roofing material as long as the replacement materials match the existing materials in design and color.
- Temporary signs for real estate, political, etc.
- Installation of house numbers or mailboxes compatible with the original.
- Repair of yard or house lighting.
- Interior changes will not require a COA.
APPENDIX D

BIBLIOGRAPHY


