

Agenda Item

To: Historic District Commission

From: Pamela Graham, Principal Planner

Subject: HD-11-22 Certificate of Appropriateness: Major Works, Demolition of Three Structures Located at 155 W Massachusetts Avenue and 275 S Bennett Street, and Construction of a 92-Room Hotel; Applicant, Southern Pines Ventures, LLC on behalf Owner, CDA Golf Properties, Inc., Gale Wallace and John Sandlin, Authorized Agents

Date: June 9, 2022

I. SUMMARY OF APPLICATION REQUEST:

John Sandlin and Gale Wallace of Southern Pines Ventures, LLC have submitted an application on behalf of property owner Allen Jordan (CDA Golf Properties, Inc.), requesting a Certificate of Appropriateness Major Work for the purpose of demolition of three structures located at 155 W Massachusetts Avenue and 275 S Bennett Street, and for the construction of a 92-room hotel at the same location. The subject parcels are identified as PIN # 858105189198 and 858100189381; Parcel ID Numbers are 00033104 and 00031245. A third, undeveloped parcel is included in the project area and is identified as PIN #858100280256 and Parcel ID #20070995. Per the Moore County tax records, the property owner for two of the parcels is listed as CDA Golf Properties, Inc. The parcels under this ownership include the vacant parcel and the parcel with the S Bennett Street address. Mr. Robert R Dyer, Jr. is the owner of record for the parcel containing the W. Massachusetts Avenue address, which contains two structures proposed for demolition, a residence and detached garage. The subject parcels are zoned CB (Central Business) and are all located within the Southern Pines Locally Designated Historic District.

II. PROJECT INFORMATION:

A. Physical Addresses:

155 West Massachusetts Avenue and
275 South Bennett Street
Southern Pines, NC 28387

B. Owners:

Robert R. Dyer, Jr.
161 Michael Road
Carthage, NC 28327

CDA Golf Properties, Inc.
275 S Bennett Street
Southern Pines, NC 28387

C. Applicant:

Southern Pines Ventures, LLC
107 Stokley Drive, Suite 100
Wilmington, NC 28403

D. Zoning of Property:

The subject property is zoned CB (Central Business) and located within the Historic District. *See Figures 1 and 2 on the following pages.*

Figure 1: Vicinity & Zoning Map (Subject Property is Outlined in Blue):



CB, Central Business Multi-Family



RM-1, Residential Single & Multi-Family



FRR, Facilities Resources Recreation



RS-1, Residential Single Family



OS, Office Services

The image displays a series of 12 maps of the Broad Street Historic District in Lowell, Massachusetts, arranged in a 3x4 grid. The maps illustrate the district's growth from 1920 to 1975. The columns are labeled with street names: MASSACHUSETTS, NEW YORK, PENNSYLVANIA, BENNETT, NEW HAMPSHIRE, CONNECTICUT, VERMONT, and ASHE. The rows represent different years: 1920, 1937, 1950, and 1975. The maps show the evolution of the district's boundaries and the construction of buildings over time. A red outline highlights the 1920 map in the top-left corner.

III. STAFF REVIEW:

A. Application Submittal Date

- Application received May 9, 2022
- Application deemed complete May 10, 2022
- Notice of Public Hearing:
 - Posted On-site: May 20, 2022
 - Mailed: May 23, 2022
 - Internet: May 19, 2022
- Historic District Commission Hearing: June 9, 2022

B. Criteria for Review

The criteria for a Certificate of Appropriateness are found in UDO §2.28.10 and are included in this report, beginning on page 9. Staff comments regarding the proposal follow, and are largely based on the Historic District Design Guidelines, with relevant information taken from other available resources included. The Commission shall take the criteria into consideration for purposes of deliberation and adoption of findings of fact.

C. Application Materials

The applicant has submitted a complete application packet including a narrative and project description with images to illustrate the request. These items are enclosed with this report, but can be summarized as follows.

The proposed 4-5-story hotel will contain 92 rooms and will repurpose properties currently used as a real estate office (3,200 square feet) and a leased residence (2,300 square feet) with detached garage. All three structures will be demolished as a part of the proposal. The proposed hotel structure will be situated close to the street frontages of both Bennett Street and Massachusetts Avenue, with parking behind, and driveway entrances provided on both streets. The proposal includes parking for 79 vehicles via a surface parking lot and utilizing available off-street parking on Massachusetts Avenue. The applicant expects to protect and save existing trees along Bennett Street and Massachusetts Avenue to the greatest extent possible. The topography on the site slopes toward Bennett Street (GIS shows a +/- 14' drop in elevation across the project area) creating a condition for a lower level to exist on Bennett Street that will provide a secondary entrance. The main entrance to the building will be accessed from the parking area, on the opposite side of the building.

The building's design is borrowed from downtown buildings, and features a mix of exterior materials (predominantly brick), and an architectural design that is intended to resemble several buildings joined together rather than one large structure. Large windows and decorative features such as stepped parapets, cornices, and patterned brickwork are design details proposed for the building facades. Colors selected for the subordinate areas that propose cementitious siding and for the trim are taken from the Southern Pines historic district color palette.

The application, including a project description and narrative with supporting images, is enclosed in its entirety with this document. Those images are included in the attachments to this report.

D. Staff Comments

The Historic District Commission is considering Certificates of Appropriateness – Major Works for the following scope of work. Each of these components of the request will be considered and deliberated separately.

1. Demolition of an existing structure located at 275 S. Bennett Street (PIN #858100189381 and Parcel ID #00031245). Data available from Southern Pines GIS describes the property as containing .86 acres and with an appraised value of \$589,520. This value includes land value of \$472,100 and building value of \$117,420. Moore County Tax records indicate the building contains 3,570 square feet and was constructed in 1920. However, the Town's Historic Buildings Inventory produced in 1981 states a construction date of 1896.
2. Demolition of existing structures (residence and detached garage) located at 155 W. Massachusetts Avenue (PIN #858105189198 and Parcel ID #00033104). Southern Pines GIS indicates .215 acres and an appraised value of \$187,910 (land value = \$151,790 and building value = \$36,120). Moore County data shows the square footage of the primary structure to be 1,154. No construction date data was available and the property is not included in the Inventory document.
3. Construction of the proposed hotel and associated parking.

Factors for consideration regarding demolitions in the historic district.

Both the UDO and the Design Guidelines address requests for demolition of structures within the locally-designated historic district. Section 2.28.5 of the UDO, closely following NC General Statutes, states:

“An application for a Certificate of Appropriateness authorizing the relocation, demolition, or destruction of a building or structure within the Historic District may not be denied. However, the effective date of such a certificate may be delayed for a period of up to three hundred sixty-five (365) days from the date of approval. The maximum period of delay authorized by this section shall be reduced by the Commission where it finds that the owner would suffer extreme hardship or be permanently deprived of all beneficial use of or return from such property by virtue of the delay. During such period, the Commission may negotiate with the owner and with any other parties in an effort to find a means of preserving the building. If the Commission finds that the building has no particular Significance or value toward maintaining the character of the Historic District, it shall waive all or part of such period and authorize earlier demolition or removal.

In every case, the record of the Commission's action shall include the reasons for its action."

The Historic District Design Guidelines addresses requests for demolition within the district as follows:

"The Historic District Commission must approve a request for demolition or relocation of a historic building or structure. In considering a request for demolition or relocation of a building or structure, the Commission may not deny a Certificate of Appropriateness, but it can delay the issuance of a certificate for up to 365 days in order to negotiate with the property owner and any other parties to find a means of preserving the building on site.

However, the Commission can authorize, and not delay, demolition or relocation if:

- *The owner will suffer extreme hardship or be deprived permanently of all beneficial use of the property by virtue of the delay; or*
- *The Commission finds that the building or structure has no special significance or value to maintaining the character of the district."*

The North Carolina State Historic Preservation Office (SHPO) provides resources to local historic district commissions, including a Handbook for Historic Preservation Commissions in North Carolina, jointly published by the SHPO and Preservation North Carolina. Guidance language in this publication with regard to the demolition of structures within a local district includes:

"Demolition Guidelines

The goal of demolition guidelines is to find a means to prevent the destruction of significant properties. These are key issues in evaluating proposals for demolition:

- *The effect of relocation on the property's integrity and special significance.*
- *The effect of a property's removal from a historic district on the district's special character.*
- *The effect of a property's relocation into a historic district on the district's special character."*¹

The SHPO Handbook further advises that determinations regarding a property's contribution to the special character of a district may be guided by the following elements, as well as any adopted guidelines:

- Properties with individual significance, such as those that would qualify as landmarks in their own right.

¹ Handbook for Historic Preservation Commissions in North Carolina; Preservation North Carolina and State Historic Preservation Office, North Carolina Department of Cultural Resources, Division of Archives and History; 1994. Page 39.

- Properties with no individual significance, but which nonetheless contribute significantly to the district's special character.
- Properties that contribute little to the district's special character.
- Properties that detract from the district's special character.

And lastly, the Handbook provides the following advice on decisions regarding demolitions:

"If the commission chooses to delay demolition, it is required by law to actively seek a means of preserving the property. A demolition delay that accomplishes nothing will alienate local property owners, who will view the delay as pointless. On the other hand, working out a preservation solution for the endangered property will reap public relations benefits for the commission."

"Delay of demolition or relocation is at the commission's discretion. However, state law specifies two circumstances in which the commission must waive or reduce the delay period:

- *The commission finds that the property owner would suffer extreme hardship or be permanently deprived of all beneficial use of or return from the property because of the delay.*
- *The commission finds that a building or site within a historic district has no special significance or value toward maintaining the character of the district.*

*The standard of "extreme hardship" applies only to the effect of a delay of demolition or relocation. The standard of "extreme hardship" should be interpreted according to the normal meaning of these words. It is not the same as the "practical difficulties or unnecessary hardship" standard used by boards of adjustment in applying zoning ordinances."*²

Southern Pines' Historic District Design Guidelines offers the following information to assist the commission in their decision-making with regard to the demolition of structures in the district.

"In evaluating an application for the relocation or demolition of a historic building or structure, the Historic District Commission considers the following information:

- *Historic significance of the individual building or the accessory structure;*
- *Contribution of the individual building to the overall historic district;*
- *Effect of relocation or demolition of the building on the historic district;*
- *Structural condition of the historic building.*

² Handbook for Historic Preservation Commissions in North Carolina; Preservation North Carolina and State Historic Preservation Office, North Carolina Department of Cultural Resources, Division of Archives and History; 1994. Page 70.

Applicant and Commission Questions for Relocation and Demolition

- *Does the building represent an important architectural style?*
- *Is the building of special historic or cultural significance?*
- *Does the building exhibit important character-defining features that are unique or not found elsewhere in the district?*
- *Will loss or moving of the building adversely affect the historic district or the streetscape?*
- *Is there a new development or use that will benefit the overall district while meeting the adopted design standards for development in the historic district?*
- *Have all efforts been exhausted to consider alternatives to relocation or demolition?*

Relocation and Demolition – Recommended Practices

- ✓ *Make every effort to preserve a building rather than relocate or demolish it;*
- ✓ *Evaluate multiple rehabilitation and use alternatives;*
- ✓ *Seek assistance from the Historic District Commission or other preservation interests to determine opportunities for alternative uses, funding, etc.*
- ✓ *Consider sale of the property to other interested investors;*
- ✓ *Document the building in photographs and plans for archival purposes;*
- ✓ *Salvage important architectural features or historic materials;*
- ✓ *Stabilize and restore the site of the building so that it does not detract from the historic district;*
- ✓ *Use a licensed building professional when moving a historic building;*
- ✓ *Identify a relocation site that is similar in physical characteristics and context to the original site and retain the original orientation of the building in the new location.*

Relocation and Demolition – Discouraged Practices

- x *Demolishing a historic building without considering options for preservation or sale;*
- x *Moving a stable historic building to another location;*
- x *Demolishing or moving a historic building without documenting the property.”*

Factors for consideration regarding commercial buildings in the historic district.

The Southern Pines Historic District Design Guidelines includes a section specific to new commercial buildings and additions (pp. 51-52), and is summarized below.

“It is important that new buildings and additions fit within the context of the built historic district (e.g., mass, scale, orientation setback, etc.) and complement existing building architecture and features (e.g., storefronts, entrances, windows, walls, roof lines, etc.) In addition, someone should be able to distinguish between the old and the new, and not be confused by a false historical appearance.

In planning for and designing new buildings and additions, consider the following information to ensure compatible new construction in the historic district:

- **Placement** – *How will the new building or addition be placed on the property?*
 - ✓ *New buildings should be oriented on the site to fit with the established patterns of surrounding buildings ...*
 - **Mass and Scale** – *How does the new building or addition relate in size and composition to the existing historic building or others on the street?*
 - ✓ *New buildings should reflect the mass and scale of existing buildings in the surrounding area ...*
 - **Compatible Features** – *What are defining features of the existing historic building or those in the area? These help define compatible features for the new addition or building.*
 - ✓ *New buildings and additions should look like they were built today and not be a historic reproduction; similarity and compatibility in design are key to success.*
 - ✓ *New buildings and additions should reflect the general architectural features of existing buildings in the historic district.*
-
- ✓ *Site new buildings in line with setbacks of existing buildings;*
 - ✓ *Maintain similar building height, proportions, and roof forms;*
 - ✓ *Choose similar exterior materials;*
 - ✓ *Integrate similar architectural features found in existing historic buildings, or consider a contemporary, compatible interpretation of those features;*
 - ✓ *Design main building form, primary entrance, window glazing patterns, wall and roof lines, etc. to reflect existing historic building patterns;*
 - ✓ *Incorporate pedestrian oriented and scaled features;*
 - ✓ *Maintain primary function of first floor as commercial;*
 - ✓ *Choose colors that complement, and are compatible with adjacent historic buildings;*
 - ✓ *Choose signs, awnings and lighting that are compatible with existing historic buildings.”*

E. Review Criteria in Detail

The primary criteria for consideration of a Certificate of Appropriateness are found in UDO §2.28.10. What follows is a recitation of each criteria (*italicized*), followed by a comment on compliance using the Recommended Practices in the Historic District Design Guidelines for interpretive guidance.

Section 2.28 Certificate of Appropriateness – Major Work.

2.28.10. Criteria

- (A) *In considering an application for a Certificate of Appropriateness, the Commission shall take into account the historical and/or architectural Significance under consideration and the exterior form and appearance of any proposed additions or modifications to that structure that are visible from a public right-of-way. The Commission shall not consider interior arrangement or use.*

With regard to the demolition proposals, the most comprehensive available information on the property at 275 S. Bennett Street is provided in Southern Pines' Historic Buildings Inventory, composed by Ann C. Alexander and published in 1981. The 155 West Massachusetts property is not mentioned in the Inventory. Neither the Bennett Street nor the Massachusetts Avenue properties are included in the Town's National Register for Historic Places District. For the Bennett Street property, the Buildings Inventory document states the following:

"Hayes House

275 S. Bennett Street

Built 1896

This large house was built for E.B. Hodgkins, superintendent of the J. Van Lindley Orchards. After changing ownership a few times, it was acquired in 1912 by active merchants Mr. and Mrs. Claude Hayes. Mr. Hayes owned a popular bookstore on Broad Street, while Mrs. Hayes established a women's clothes shop, Mrs. Hayes Dress Shop; both became long-lived Southern Pines institutions. Hayes' daughter inherited the house and donated it to the Sandhills Community College. Although the house retains its L-shape and its large lot setting, it has been moderately remodeled with the removal of the wrap-around porch, the alteration of the window sash and the addition of stucco surface. The house was recently sold at public auction, and plans call for the structure to be used as a restaurant."

(B) *The Commission shall consider the following factors when determining whether the application is or is not congruous with the historic aspects of the Historic District:*

- 1) *The height of the building in relation to the average height of the nearest adjacent and opposite buildings.*

The narrative states that the proposed hotel has been designed to meet the maximum height restriction of 45' to the top of the ceiling of the highest floor. This standard is found in Southern Pines' Unified Development Ordinance §4.2.1(F), which states: "In the CB, GB and PD Districts, the ceiling of the top story shall not exceed forty-five (45) feet in Height. Buildings must have pitched or mansard roofs, or provide a parapet along any side facing a street".

A parapet is defined as "the edge of a wall projecting above roof level". The elevation drawings included with the application indicate a flat roof with parapet walls along all elevations, with a rooftop height of 46'-4" when measured from the front (north elevation) and 57' when measured on the Bennett Street side (south elevation). UDO §4.2.1(C) directs the method of measurement of building height as follows: "A Story includes any Floor above the mean elevation of finished grade at the front of the building. Where Floor levels are staggered, the number of Stories is the number of

Floors counting vertically from the point of the mean elevation of finished grade at the Building Front.”

Staff research indicates that the average height of the nearest adjacent and opposite buildings to the site is +/- 30', based on estimated heights of 22', 50', and 17.5' (see chart below).

- 2) *The setback and placement on Lot of the building in relation to the average setback and placement of the nearest adjacent and opposite buildings.*

The table below indicates the setbacks of buildings adjacent and opposite to the proposed building.

Proposed Building	270 S Bennett (opposite to north)	No bldg. exists opposite to west	160 W NY Ave (adjacent east)*	290 SW Broad (adjacent south)**
Proposed height = 57'	+/- 22'		+/- 50'	+/- 17.5'
Bennett setback = +/- 5'	+/- 5'		+/- 23'	
Mass. Setback = +/- 3'		N/A		+/- 4'

* 160 W New York Avenue (Southern Pines Growler) is the only adjacent or opposite building that is located in the historic district and will be approximately 75-80' distant from the proposed hotel

** 290 SW Broad Street will be the closest adjacent building to the south if 155 W. Massachusetts Avenue is demolished as proposed

- 3) *Exterior construction materials, including texture and pattern.*
The applicant proposes a mix of building materials, predominantly brick-clad with cementitious siding in a board and batten design.
- 4) *Architectural detailing, such as lintels, cornices, brick bond and foundation materials.*
The applicant's narrative states that exterior architectural features will include stepped parapets, decorative cornices, and patterned brickwork.
- 5) *Roof shapes, forms and materials.*
The roof is flat, with parapet walls as required by the UDO and consistent with many of the buildings in downtown Southern Pines.
- 6) *Proportion, shape, positioning and location, pattern and size of any elements of fenestration.*

The proposal includes large display windows on the first floor of the building with decorative glazing patterns and awnings over doorways.

- 7) *General form and proportions of buildings and structures.*
The narrative explains that the “inspiration for this building was the collection of store fronts, businesses, and eateries in the downtown area (with) the exterior appear(ing) to be many buildings that have been joined together rather than one large structure”.
- 8) *Appurtenant fixtures and other features such as lighting.*
The narrative states that “exterior lighting has been thoroughly researched and the fixtures that have been selected would typically be found in the historic Southern Pines area”. (See Exhibit D, attached to this report)
- 9) *Structural conditions and soundness.*
This factor is not applicable to the proposal under review for new construction. The structural conditions and soundness of the buildings slated for demolition are unknown.
- 10) *Architectural scale.*
With the general massing of the proposed building being substantial at 247’-8” by 61’-10” (+/-15,314 square feet of building footprint), the proposal takes measures to add architectural features that bring a variety of design details (materials, colors, plane breaks, and windows) that segment the facades. Architectural renderings and information on proposed materials and colors are enclosed with this report for reference.
- 11) *Secretary of the Interior Guidelines.*
This is at the discretion of the Historic District Commission. Standards are provided on the final page of this report, with relevant items highlighted.

(C) *Prior to approving the application, the Commission shall make the following findings:*

- 1) *Work is compatible and appropriate in preserving, retaining, repairing, or restoring the defining historic character of a property and the district. Specifically, the work is considered compatible and appropriate in terms of material, design, dimensions, mass, scale, orientation, color and other applicable considerations;*

- 2) *Work does not damage or remove significant character defining features of the building and will not adversely affect its contribution to the larger historic district; and*
- 3) *Work is consistent with the adopted design guidelines for the historic district.*

IV. HISTORIC DISTRICT COMMISSION ACTION:

To either approve or deny a *Certificate of Appropriateness – Major Work* application, the Historic District Commission must make findings of fact and conclusions to the applicable standards. The Historic District Commission shall first vote on whether the application is complete. The Historic District Commission shall then vote on whether the application complies with the Criteria for a Certificate of Appropriateness, including the Principles and Guidelines of the Historic District.

Staff has prepared Drafts of Findings of Fact for each of the three components of the CoA request, which can be found below. The Commission may discuss, amend and/or adopt these Findings of Fact.

DEMOLITION OF STRUCTURE(S) AT 275 S. BENNETT STREET

Finding of Fact #1

1. **I move** that as a finding of fact the application is complete and that the facts submitted are relevant to the case because the request for Certificate of Appropriateness Major Work has met the specified submittal requirements as required in the Town of Southern Pines Unified Development Ordinance.

Staff has determined that the application is complete and meets the submittal requirements as required by the Town's UDO.

Finding of Fact #2 (please note that staff has provided two options for the motion format for this Finding, the first is recommended for use if the application is determined to be compliant with all criteria, and the second if it is determined to be noncompliant with any of the criteria). In either case, justification for the motion that is specific to the proposal being considered, will need to be added.

2. (Option 1) **I move** that as a finding of fact the application to demolish structures at 275 S. Bennett Street **complies** with Section 2.28.10 Criteria for a Certificate of Appropriateness – Major Work, Criteria (C) 1-3 in that:
 1. *Work is compatible and appropriate in preserving, retaining, repairing, or restoring the defining historic character of a property and the district. Specifically, the work is considered compatible and appropriate in terms of material, design, dimensions, mass, scale, orientation, color and other applicable considerations. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

2. *Work does not damage or remove significant character defining features of the building and will not adversely affect its contribution to the larger historic district. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

3. *Work is consistent with the adopted design guidelines for the historic district, including the following:*

- a. _____;
- b. _____;
- c. _____.

- OR -

(Option 2) **I move** that as a finding of fact the application to demolish structures at 275 S. Bennett Street **does not comply** with Section 2.28.10 Criteria for a Certificate of Appropriateness – Major Work, Criteria (C) 1-3 in that:

1. *Work **is/is not** compatible and appropriate in preserving, retaining, repairing, or restoring the defining historic character of a property and the district. Specifically, the work is/is not considered compatible and appropriate in terms of material, design, dimensions, mass, scale, orientation, color and other applicable considerations. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

2. *Work **does/does not** damage or remove significant character defining features of the building and will not adversely affect its contribution to the larger historic district. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

3. Work **is/is not** consistent with the adopted design guidelines for the historic district, because of the following:

- a. _____;
- b. _____;
- c. _____.

Therefore, I move to:

- Approve HD-05-22 with regard to the demolition of the structure(s) at 275 S. Bennett Street;

- OR -

- Approve HD-05-22 with regard to the demolition of the structure(s) at 275 S. Bennett Street with the following conditions of approval: *(you may not deny the demolition, but your motion could include a delay of up to 365 days, during which time, the Commission may negotiate with the owner and with any other parties in an effort to find a means of preserving the building. If the Commission finds that the building has no particular Significance or value toward maintaining the character of the Historic District, it shall waive all or part of such period and authorize earlier demolition or removal).*

DEMOLITION OF STRUCTURE(S) AT 155 W. MASSACHUSETTS AVENUE

Finding of Fact #1

1. **I move** that as a finding of fact the application is complete and that the facts submitted are relevant to the case because the request for Certificate of Appropriateness Major Work has met the specified submittal requirements as required in the Town of Southern Pines Unified Development Ordinance.

Staff has determined that the application is complete and meets the submittal requirements as required by the Town's UDO.

Finding of Fact #2 *(please note that staff has provided two options for the motion format for this Finding, the first is recommended for use if the application is determined to be compliant with all criteria, and the second if it is determined to be noncompliant with any of the criteria). In either case, justification for the motion that is specific to the proposal being considered, will need to be added.*

2. (Option 1) **I move** that as a finding of fact the application to demolish structures at 155 W. Massachusetts Ave. **complies** with Section 2.28.10 Criteria for a Certificate of Appropriateness – Major Work, Criteria (C) 1-3 in that:

1. *Work is compatible and appropriate in preserving, retaining, repairing, or restoring the defining historic character of a property and the district. Specifically, the work is considered compatible and appropriate in terms of material, design, dimensions, mass, scale, orientation, color and other applicable considerations. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

2. *Work does not damage or remove significant character defining features of the building and will not adversely affect its contribution to the larger historic district. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

3. *Work is consistent with the adopted design guidelines for the historic district, including the following:*

- a. _____;
- b. _____;
- c. _____.

- OR -

(Option 2) **I move** that as a finding of fact the application to demolish structures at 155 W. Massachusetts Ave. **does not comply** with Section 2.28.10 Criteria for a Certificate of Appropriateness – Major Work, Criteria (C) 1-3 in that:

1. *Work **is/is not** compatible and appropriate in preserving, retaining, repairing, or restoring the defining historic character of a property and the district. Specifically, the work is/is not considered compatible and appropriate in terms of material, design, dimensions, mass, scale, orientation, color and other applicable considerations. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

2. Work **does/does not** damage or remove significant character defining features of the building and will not adversely affect its contribution to the larger historic district. This motion is supported by the following specifics in the proposal being considered:

- a. _____;
- b. _____;
- c. _____.

3. Work **is/is not** consistent with the adopted design guidelines for the historic district, because of the following:

- a. _____;
- b. _____;
- c. _____.

Therefore, I move to:

- Approve HD-05-22 with regard to the demolition of the structure(s) at 155 W. Massachusetts Avenue;

- OR -

- Approve HD-05-22 with regard to the demolition of the structure(s) at 155 W. Massachusetts Avenue with the following conditions of approval: *(you may not deny the demolition, but your motion could include a delay of up to 365 days, during which time, the Commission may negotiate with the owner and with any other parties in an effort to find a means of preserving the building. If the Commission finds that the building has no particular Significance or value toward maintaining the character of the Historic District, it shall waive all or part of such period and authorize earlier demolition or removal).*

NEW CONSTRUCTION OF HOTEL AT SUBJECT PROPERTY

Finding of Fact #1

1. **I move** that as a finding of fact the application is complete and that the facts submitted are relevant to the case because the request for Certificate of

Appropriateness Major Work has met the specified submittal requirements as required in the Town of Southern Pines Unified Development Ordinance.
Staff has determined that the application is complete and meets the submittal requirements as required by the Town's UDO.

Finding of Fact #2 (please note that staff has provided two options for the motion format for this Finding, the first is recommended for use if the application is determined to be compliant with all criteria, and the second if it is determined to be noncompliant with any of the criteria). In either case, justification for the motion that is specific to the proposal being considered, will need to be added.

2. (Option 1) **I move** that as a finding of fact the application to construct a new 92-room, 5-story hotel at 275 S. Bennett St. **complies** with Section 2.28.10 Criteria for a Certificate of Appropriateness – Major Work, Criteria (C) 1-3 in that:

1. *Work is compatible and appropriate in preserving, retaining, repairing, or restoring the defining historic character of a property and the district. Specifically, the work is considered compatible and appropriate in terms of material, design, dimensions, mass, scale, orientation, color and other applicable considerations. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

2. *Work does not damage or remove significant character defining features of the building and will not adversely affect its contribution to the larger historic district. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

3. *Work is consistent with the adopted design guidelines for the historic district, including the following:*

- a. _____;
- b. _____;
- c. _____.

- OR -

(Option 2) **I move** that as a finding of fact the application to construct a new 92-room, 5-story hotel at 275 S. Bennett St. **does not comply** with Section 2.28.10 Criteria for a Certificate of Appropriateness – Major Work, Criteria (C) 1-3 in that:

1. *Work **is/is not** compatible and appropriate in preserving, retaining, repairing, or restoring the defining historic character of a property and the district. Specifically,*

the work is/is not considered compatible and appropriate in terms of material, design, dimensions, mass, scale, orientation, color and other applicable considerations. This motion is supported by the following specifics in the proposal being considered:

- a. _____;
- b. _____;
- c. _____.

2. *Work **does/does not** damage or remove significant character defining features of the building and will not adversely affect its contribution to the larger historic district. This motion is supported by the following specifics in the proposal being considered:*

- a. _____;
- b. _____;
- c. _____.

3. *Work **is/is not** consistent with the adopted design guidelines for the historic district, because of the following:*

- a. _____;
- b. _____;
- c. _____.

Therefore, I move to:

- Approve HD-05-22 with regard to the construction of a new hotel as proposed in the application for the subject property;

- OR -

- Approve HD-05-22 with regard to the construction of a new hotel as proposed in the application for the subject property, with the following conditions of approval:

- OR -

- Deny HD-05-22 with regard to the construction of a new hotel as proposed in the application for the subject property, based on the following:

- Enclosures:
1. COA Major Work Application
 2. Applicant's Project Description and Narrative
 3. Images of Existing Structures
 4. Historic District Guidelines for Commercial Buildings
- Applicant's Exhibits:
5. Site Plan
 6. Landscape Plan
 7. Architectural Renderings
 8. Exhibit A – Exterior Elevations and Materials
 9. Exhibit B – Seal Craft standard colors
 10. Exhibit B – Window Detail (spec sheet)
 11. Exhibit B – Window Sample Photo
 12. Exhibit C – Awning Styles
 13. Exhibit D – Exterior Light Fixture Spec Sheet
 14. Main Entrance Door Sample Photo
 15. Patio Railing Sample Photo

U.S. Department of the Interior:

The Secretary of the Interior's Standards for Rehabilitation

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

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 using the gentlest means possible.
8. Significant archeological 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.



Certificate of Appropriateness Major Work

REQUIRED APPLICATION MATERIALS:

- ☒ Application fee in the amount of \$250.00.
- ☒ Completed Application for a Certificate of Appropriateness – Major Work signed by the applicant.
Please do not leave anything blank and make sure all of the information provided is correct.
- ☒ Appointment of Agent, if applicable, signed by the property owner(s) and the agent as evidence that the current property owner(s) approve(s) of the proposed work.
- ☒ Deed copy to provide proof of ownership and property boundaries.
- ☒ Project description: Please tell us what currently exists and what changes you are proposing. Please attach written descriptions, maps, illustrations/renderings, photographs, material samples, etc. as necessary.
- ☒ Written narrative: Please address compliance with all of the criteria listed in **UDO §2.28.10 Criteria for a Certificate of Appropriateness – Major Work**. The Historic District Commission will determine if the application meets the established criteria for approval. The list of criteria is attached.
- ☒ Electronic copy (PDF) of all application materials submitted to plan@southernpines.net.

PLEASE SUBMIT ONLY ONE (1) COMPLETE SET OF ALL MATERIALS.

REVIEW AND APPROVAL:

1. **Staff review**: Planning staff will review the application and notify the applicant if additional materials are needed. It is the applicant's responsibility to demonstrate compliance with applicable criteria.
2. **Public hearing**: The applicant is expected to attend a public hearing before the Historic District Commission at its regular monthly meeting. Please refer to the **Application Processing Timeline** to determine the hearing date.
3. **Issuance of Certificate of Appropriateness**: If the request is approved by the Historic District Commission, a Certificate of Appropriateness - Major Work setting forth any conditions of approval will be issued to the applicant. All construction associated with the project and/or the operation of the development must comply with the Certificate of Appropriateness.

COMMUNITY DEVELOPMENT DEPARTMENT
TOWN OF SOUTHERN PINES
180 SW BROAD STREET
SOUTHERN PINES, NORTH CAROLINA 28387
plan@southernpines.net (910) 692-4003 www.southernpines.net



Certificate of Appropriateness Major Work

Date Received: _____ Fee Paid: _____ Case No.: HD-____-____

Project Information:

Street Address: 275 S. Bennett St

PIN: 858100189381/858100280256

Parcel ID: 00031245/20070995

Site Size: +/- 1.11 acres total

Zoning: CB-Central Business

Applicant:

Name(s): Southern Pines Ventures, LLC

Email: jsandlin@clarendonnc.com

Phone: 910-256-2672

Mailing Address: 107 Stokley Dr. Suite 100 Wilmington, NC 28403

Authorized Agent, if different from Applicant:

Name(s): John Sandlin and Gale Wallace

Email: jsandlin@clarendonnc.com and gale@clarendonnc.com

Phone: 910-256-2672/910-297-3353 (Gale)

Mailing Address: 107 Stokley Dr. Suite 100 Wilmington, NC 28403

Legal Property Owner(s), if different from Applicant:

Name(s): CDA Golf Properties, Inc. (Allen Jordan)

Email: johnallenjordan@gmail.com

Phone: 910-693-1700

Mailing Address: 14 Devon Dr. Pinehurst, NC 28374



Certificate of Appropriateness Major Work

Date Received: _____ Fee Paid: _____ Case No.: HD-____-____

Project Information:

Street Address: 155 W. Massachusetts Ave PIN:

Parcel ID: 00033104

Site Size: .215 +/- acres total

Zoning: CB-Central Business

Applicant:

Name(s): Southern Pines Ventures, LLC Email:

jsandlin@clarendonnc.com

Phone: 910-256-2672

Mailing Address: 107 Stokley Dr. Suite 100 Wilmington, NC 28403

Authorized Agent, if different from Applicant:

Name(s): John Sandlin and Gale Wallace

Email: jsandlin@clarendonnc.com and gale@clarendonnc.com Phone: 910-256-2672/910-297-3353 (Gale)

Mailing Address: 107 Stokley Dr. Suite 100 Wilmington, NC 28403

Legal Property Owner(s), if different from Applicant:

Name(s): Robert R. Dyer Jr.

Email:

Phone:

Mailing Address: 161 Michael Rd. Carthage, NC 28327

TO THE TOWN OF SOUTHERN PINES HISTORIC DISTRICT COMMISSION:

I submit this application for a Certificate of Appropriateness – Major Work to make the following change(s) which may alter the exterior appearance of property within the Town of Southern Pines Historic District:

See Attached Narrative

Date:

4/22/22


Applicant

Note: The attached Appointment of Agent form must be submitted if the Applicant is not the property owner.

Project Description:

A boutique hotel project is proposed for the corner of S. Bennett St./W. Massachusetts Ave. The 92 room, 4 story hotel will repurpose a 1.11 (+/-) acre lot and a 2nd lot that is .215 (+/-) acres (which is needed for parking). The larger lot is currently the home of Jordan Real Estate Advisors, the existing structure is approximately 3,200 square feet which will be demolished. The smaller lot has a 2,300 square foot resident rental property, this structure will also be demolished.

The project will provide hotel rooms and public gathering amenities at a site that currently does not offer interaction of residents or visitors on this corner of the downtown area. It will significantly enhance this area and provide a needed place of lodging that is within walking distance of the downtown businesses and promises to improve the pedestrian experience.

The proposed hotel project will provide spaces for people to work and socialize. It will offer full and part-time employment opportunities, meeting space for local businesses and neighborhood groups. Additional amenities will include a lounge and outdoor patio, food and beverage space as well as a roof top terrace bar for public gathering.

The hotel project is being developed by Southern Pines Ventures, LLC which is committed to support the Historic District Guidelines and the Southern Pines history. The project will efficiently use the site by incorporating parking for guests and visitors and has been designed to reflect the local architecture.

Written Narrative:

The proposed hotel has been designed to meet the maximum height restriction of 45' (to the top of the ceiling of the highest floor). The building is strategically positioned on the current lot and all required setbacks have been accounted for. A total of 79 spaces are available for guest and visitor parking, this includes street parking on Massachusetts Ave. Careful consideration was given to the proposed landscaping and the plant selection includes plants that are native to the area. Existing trees in the right of way on Bennett St. and Massachusetts Ave. will be protected throughout construction and will remain in place. The roof of the structure will be a flat roof that is typical of the commercial buildings found in the historic district. All existing improvements will be removed from the site to make way for the new development. The topography of the site allows for a lower level along Bennett St. and has been designed to offer a secondary entrance for guests as well as persons that will be attending events in the meeting space. The main entrance to the hotel will be off Massachusetts Ave.

The hotel development has been designed to be an obvious extension of Broad Street. The inspiration for this building was the collection of store fronts, businesses, and eateries in the downtown area. The exterior will appear to be many buildings that have been joined together rather than one large structure. Materials have been selected with great care and will authentically reflect the historic district which is predominantly brick-clad construction (see Exhibit A). An eclectic mix of finishes include a selection of brick strategically located on the building along with a cementitious siding that provides a complementary exterior building material. Board and batten look siding adds to the overall aesthetics of the building. Large display windows can be found along the first floor of the building which allow for lots of light into the interior (See Exhibit B). Additional exterior features include stepped parapets, decorative cornices, and patterned brickwork for ornamentation. Color selections are from the historic

color palette and are placed to provide added interest to the exterior (see Exhibit A). Decorative window glazing patterns can be found throughout the façade. Awnings will be found at the main entrance to the hotel and on the corner of Bennett St. and Massachusetts (see Exhibit C). Exterior lighting has been thoroughly researched and the fixtures that have been selected would typically be found in the historic Southern Pines area (See Exhibit D). All exterior features and components are congruent with existing buildings in the downtown area.

The developer will seek assistance from a qualified organization for the “branding” of the hotel and the public amenities. It is important that the hotel reflect the history of the area and will help tell the story of Southern Pines. Custom designed interiors will be reflective of the exterior styling and complimentary to the overall design of the facility.



Principal Structure at 275 S Bennett Street (taken from Massachusetts Ave.)



Principal Structure at 275 S Bennett Street (taken from Bennett St. looking west)



Principal Structure at 275 S Bennett Street (taken from Massachusetts Ave.)



Outbuilding at 275 S Bennett Street



Principal Structure at 155 W. Massachusetts Avenue



Detached Garage at 155 W. Massachusetts Avenue



This section provides guidance for commercial buildings. If you own or lease space in a commercial building or a building that was originally designed for commercial use, these guidelines will assist you in determining the best methods for maintenance, repair, and new work on your building.

COMMERCIAL BUILDINGS

DESIGN GUIDELINES - COMMERCIAL BUILDINGS







DESIGN GUIDELINES: FEATURES AND DESIGN RECOMMENDATIONS

COMMERCIAL

COMMERCIAL BUILDINGS

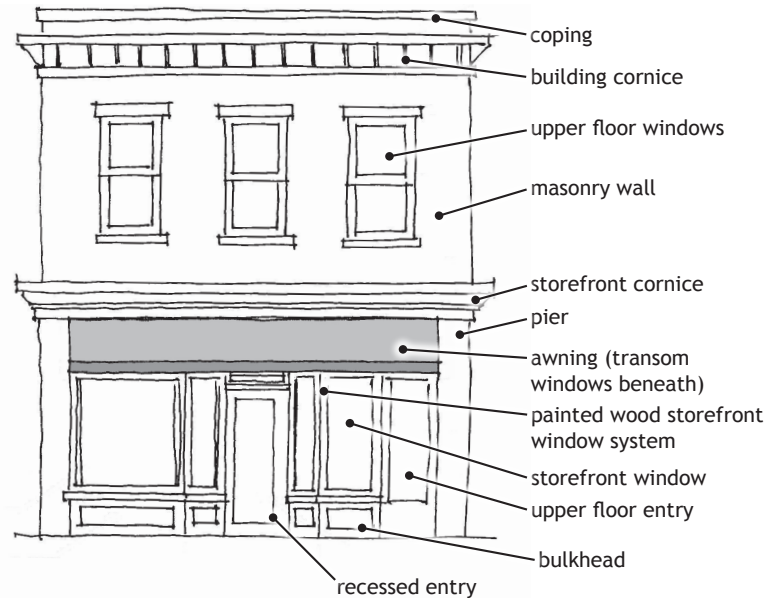
STOREFRONTS AND ENTRANCES

Typically, the front façade of a commercial building is the most functional and decorative elevation of a historic building. The first floor contains the main business storefront and the primary entrance for customers. The upper floors of buildings may employ additional decoration and patterns in the windows, walls, or roof. A secondary entrance may provide access to upper floor spaces.

In downtown Southern Pines, most of the buildings are one and two-story masonry structures constructed at the turn of the century.

The defining features of a storefront and primary entrance may include:

- Large display windows adjacent to or on either side of a recessed entrance;
 - Entrance with decorative trim, surrounds or transom windows; doors may have architectural features such as carvings, unique window glazing patterns, or decorative hardware; recessed entries may have tiled entries;
 - Awnings over the entrance or storefront windows to shield customers or goods from the sun and weather;
 - Signs and lighting oriented and sized to attract pedestrian interest and safe access; and
 - Surrounding walls containing features such as a cornice and wall or roof detailing;
-
- ✓ Retain character-defining features of a storefront and entrances;
 - ✓ Maintain original storefront openings and entrances;
 - ✓ Retain entrance decorative trim, hardware and glazing features;



Parts of a Building

General Design Principles

In addition to the recommended practices set forth in the following section, the principles below apply to all work on Commercial Buildings:

1. Identify and retain historic materials and features.
2. Maintain and protect historic building components and materials.
3. Repair and stabilize deteriorated historic building components.
4. Replace deteriorated components beyond repair with “in kind” or compatible materials that replicate or are similar to the design features.
5. Use approved construction methods that will not obscure, damage or remove contributing features or exterior walls.

HISTORIC DISTRICT DESIGN GUIDELINES





COMMERCIAL

DESIGN GUIDELINES: FEATURES AND DESIGN RECOMMENDATIONS

- ✓ Keep large display windows and transom windows. Storefront windows should be sized appropriately and in scale with a traditional historic storefront, and configured in the style and period of the building;
- ✓ Use wood doors with appropriately-scaled glazing;
- ✓ Install awnings to fit window or door openings and not cover any decorative details;
 - Use simple, rectangular non-illuminated awnings of a color and material that is compatible with the building and functional for the intended use;
 - Mount appropriately;
- ✓ Retain any surrounding decorative wall features, including cornices, pilasters, corbelled or patterned brick, etc.;
- ✓ Install utility connections underground or provide service from the side or rear;
- ✓ Use creative approaches to provide handicap access that does not distract from or destroy historic features (i.e., simple handrails, universal hardware, alternative access points, etc.); and
- ✓ Retain historic secondary entrances. These explain the use and evolution of a building. Locate secondary entrances to the side or rear and keep them simple and subordinate in design.
- ✗ Painting masonry surfaces that have never been painted;
- ✗ Using materials or designs that are inappropriately scaled or incompatible in size, scale, material, and color;
- ✗ Using inappropriately scaled or illuminated signs or logos that detract from the storefront or cover over contributing features;
- ✗ Attaching accessory structures that damage, obscure, or remove a decorative feature;
- ✗ Using awnings that are an inappropriate contemporary material or backlit;
- ✗ Creating an inappropriate or false historical appearance in new construction.

COMMERCIAL BUILDINGS

WALLS AND WINDOWS

The walls and windows of a building provide structural support, insulation from outside elements, and natural ventilation for interior spaces and uses. The integrity of this building envelope is important not only for structural purposes, but also for energy efficiency. In addition, certain wall elements and





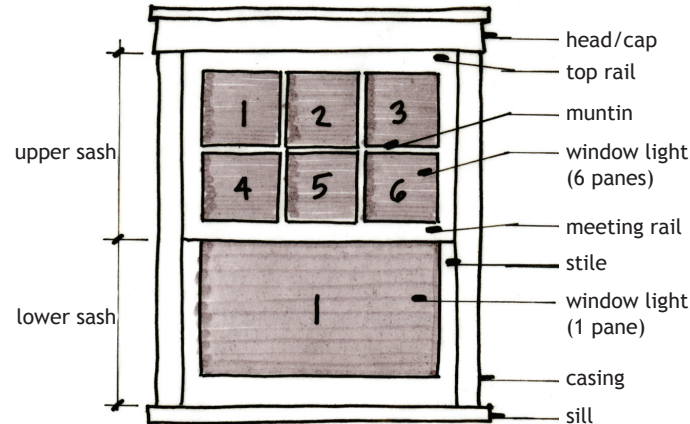
DESIGN GUIDELINES: FEATURES AND DESIGN RECOMMENDATIONS

COMMERCIAL

windows provide architectural interest to a commercial building. A decorative cornice at street level or at the roof line provides detailing and dimension to the building façade. A roof parapet may provide detailing and a functional visible screen for any roof equipment.

The defining features of walls and windows may include:

- Decorative brick detailing on walls or around windows or roof;
- Horizontal cornice or other architectural features and detailing at street level or at the roof line;
- Windows proportioned and sized to fit the opening and arranged in symmetrical patterns with distinctive glazing;
- Decorative gutters or downspouts.
 - ✓ Retain original wall openings and features such as windows, cornices, roof parapets, and decorative masonry or wood trim;
 - ✓ Restore missing cornice features and replicate design based on documentation;
 - ✓ Repair masonry walls using appropriate materials;
 - Match material, bonding patterns and mortar color, type, texture, and profile;
 - Hand rake mortar joints to remove deteriorated mortar;
 - Use mortar mixture that is high in lime, rather than one high in Portland cement. The softer lime mortar allows expansion and contraction needed for older masonry;
 - ✓ Ensure proper drainage and placement of gutters and downspouts; water can damage exterior building walls;
 - ✓ Use side and rear elevations for secondary access, utility connections or other similar additions; these elevations offer some design flexibility over the front elevation;
 - ✓ Place mechanical or utility equipment so that it is not visible from the street or the front façade. Ideally, place equipment at the rear of the building or on the roof;
 - ✓ Setback any wall additions to distinguish and retain the original plane of the historic façade;



Parts of a Window



Examples of decorative wall elements



HISTORIC DISTRICT DESIGN GUIDELINES





COMMERCIAL

DESIGN GUIDELINES: FEATURES AND DESIGN RECOMMENDATIONS

- ✓ Use the gentlest means possible when cleaning a building, employing low-pressure water, gentle detergents, and natural bristle brushes.
- ✗ Removing cornices or other decorative details;
- ✗ Covering wood elements with vinyl or aluminum;
- ✗ Painting previously unpainted masonry;
- ✗ Applying stucco over brick;
- ✗ Cleaning masonry walls using harsh chemicals or sandblasting.
- ✓ Maintain original window openings and configurations;
- ✓ Repair existing windows; wood framing, trim, sashes, mullions, and muntins are significant architectural parts of a window that add dimension;
- ✓ Retain upper story windows;
- ✓ Maintain original window glass if possible, as it has architectural qualities that contribute to both indoor and outdoor views;
- ✓ Use clear low-e glass to reduce excessive sunlight or heat gain;
- ✓ Use interior storm windows if energy efficiency is an issue.
- ✗ Replacing windows with contemporary modern windows that are inappropriate in terms of material, size, scale, detailing, etc.
- ✗ Infilling windows, either ground or upper-story;
- ✗ Installing tinted or reflective glass in windows;
- ✗ Installing window air conditioning units on front facades;
- ✗ Installing awnings on upper story windows (use interior blinds instead).

**HISTORIC DISTRICT
DESIGN GUIDELINES**





COMMERCIAL BUILDINGS

PAINTING AND CLEANING

The exterior appearance of a building increases its business appeal to customers and helps unify the street character of the district. In addition to choosing paint colors that work well together, where paint is applied can make a huge difference in how the building looks. For Southern Pines, the Historic District Commission has adopted an approved color palette based on historic colors.

In addition, the treatment of exterior building materials and components is very important in maintaining the visual and structural integrity. For wooden surfaces, proper primer and paint is essential! For masonry surfaces after 1910, it is critical that the material not be sealed or painted, as masonry needs to expand and contract to release moisture; sealed masonry can trap moisture inside the porous material. For softer masonry made prior to 1910, sealing may be required to prevent deterioration. Cleaning of both wood and masonry surfaces should be done only using gentle, approved methods that will not damage the materials. Never use harsh chemicals for cleaning or use sandblasting to clean a building! These practices damage the materials and cause increased deterioration over time.

- ✓ Choose one main color and up to two accent colors from the approved historic color palette;
 - Look at your building to determine areas for primary and secondary colors.
 - Usually, the main wall serves as the primary color; the storefront, and window and door trim provide areas for secondary, accent colors.
- ✓ Paint wood trim and features using approved colors that are coordinated and compliment the color of the primary wall;
- ✓ Keep the paint scheme simple; use caution in applying contrasting colors to trim, as too many colors will appear busy;
- ✓ Maintain color connectivity of the building wall to the ground; ensure that wall colors above the storefront continue and extend to the ground to anchor the building;
- ✓ Paint only wood or previously painted masonry surfaces;
- ✓ Remove deteriorated paint from wood surfaces by scraping or sanding by hand;
- ✓ Clean masonry surfaces only when heavily soiled using the gentlest method possible, such as low pressure water and detergents, using natural bristle brushes.
- ✗ Painting or sealing most unpainted masonry surfaces; masonry should only be painted when they are severely deteriorated or mismatched and it is the only option - use a breathable paint

**HISTORIC DISTRICT
DESIGN GUIDELINES**





COMMERCIAL

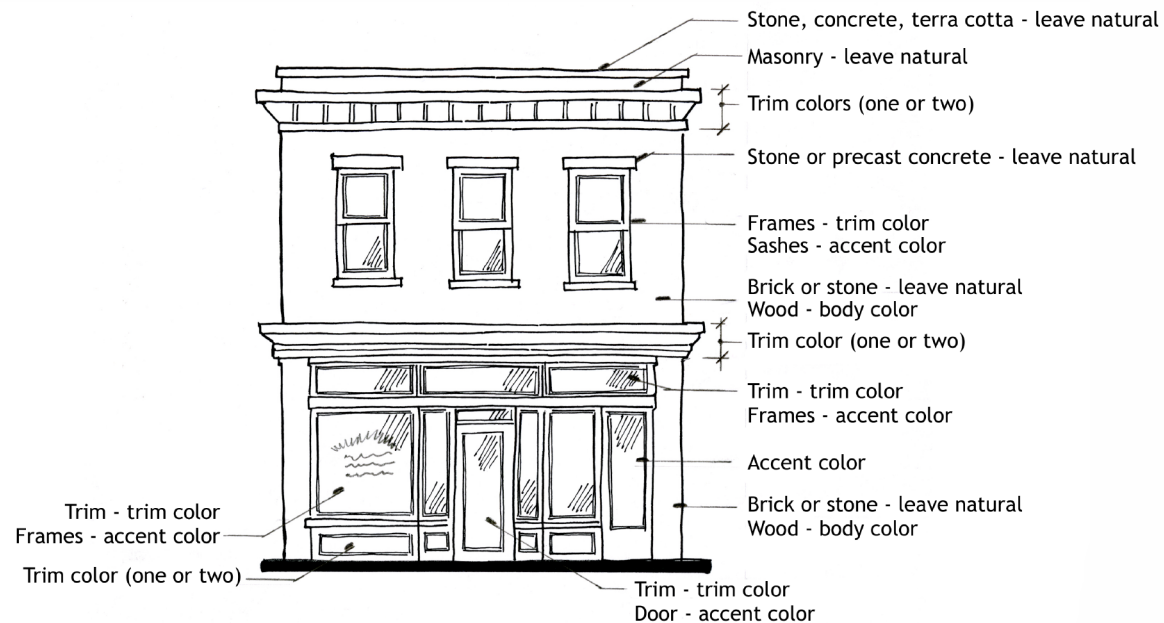
DESIGN GUIDELINES: FEATURES AND DESIGN RECOMMENDATIONS

The color palette approved by the Southern Pines Historic District Commission includes selected colors (but not all) from the Benjamin Moore Historic Colors Collection:

http://www.benjaminmoore.com/en-us/for-your-home/color-gallery#&ce_vm=2&ce_col=HC.

or sealant;

- × Using unapproved paint colors, too many colors, or colors that do not complement one another, the building, or the streetscape;
- × Sandblasting or other abrasive measures on masonry or wood surfaces.



**HISTORIC DISTRICT
DESIGN GUIDELINES**





DESIGN GUIDELINES: FEATURES AND DESIGN RECOMMENDATIONS

COMMERCIAL

COMMERCIAL BUILDINGS

SIGNS AND LIGHTING

Signs are an important business identification and information tool. They must be crafted and installed carefully to serve customers and maintain compatibility with the historic building. Too many signs or signs that are too large will produce a confusing and cluttered appearance. In the historic district, it is especially important that a sign be appropriately designed and placed in a strategic location that enhances the building and the streetscape. When choosing a sign, think carefully about materials, size, colors, content, and placement. Also, be sure to check applicable zoning and building regulations.

Like signs, lighting is important for businesses, especially for those with evening hours. Lighting fixtures are accessory elements that should be consistent with the architectural style and features of the building.

- ✓ Keep a sign simple, easy to read, pedestrian-oriented, and in scale with the building and elements; use a simple typeface such as a serif font that is traditional and easy to read;
- ✓ Use materials and colors that complement the primary building color and the overall streetscape;
- ✓ Place a wall sign on a designated sign board, if present, or place in a visible location for pedestrians such as near the storefront;
- ✓ Mount a sign so that it is at the pedestrian level and does not obscure or damage defining building features;
 - Mount projecting or hanging, perpendicular signs with required clearance from pedestrians;
 - Place sandwich board signs so that they do not interfere with pedestrians or with traffic sight lines at intersections;
- ✓ Use an awning valance as an opportunity for business signage. Place the sign on the valance, not the canopy;
- ✓ Limit the number of signs on windows and the building;
 - Choose one location for the main sign and perhaps another for a secondary sign;
 - Use storefront windows to display goods; if an interior window sign is needed, use only 30-50% of the window area;
- ✓ Keep signs maintained; repair or replace faded, damaged, or non-functional signs;
- ✓ Retain any historic signs that may be on the building. These help tell the story of the building

**HISTORIC DISTRICT
DESIGN GUIDELINES**



Important Tip!

The Southern Pines Unified Development Ordinance includes regulations for the placement and size of signs. Be sure to check this important reference!



Appropriate signage locations for historic commercial buildings

HISTORIC DISTRICT DESIGN GUIDELINES

and provide cultural interest.

- ✓ Place temporary banners or flags near pedestrian entrances in a manner that does not impede access.
- ✓ Retain historic lighting fixtures;
- ✓ Use lighting fixtures that are simple, traditional and consistent with the architectural style of the historic building;
- ✓ Direct lighting downward so that it does not spill over or produce glare.



Lighting placement should be compatible with the historic commercial context

- ✗ Using signs that are out of scale with the building or oriented to vehicular traffic;
- ✗ Using signs with bold colors and materials that are not compatible with the building or the surrounding streetscape;
- ✗ Using signs that are designed as a box and lighted from the inside;
- ✗ Using lighting that is not directed;
- ✗ Using lighting that produces a glow.



COMMERCIAL BUILDINGS

NEW BUILDINGS AND ADDITIONS

New construction in the historic district shows business investment and may provide opportunities for expanded services. It is important that new buildings and additions fit within the context of the built historic district (e.g., mass, scale, orientation setback, etc.) and complement existing building architecture and features (e.g., storefronts, entrances, windows, walls, roof lines, etc.). In addition, someone should be able to distinguish between the old and the new, and not be confused by a false historical appearance.

In planning for and designing new buildings and additions, consider the following information to ensure compatible new construction in the historic district:

- **Placement** – How will the new building or addition be placed on the property?
 - ✓ New buildings should be oriented on the site to fit with the established development patterns of surrounding buildings.
 - ✓ Additions to a historic building should be placed so that it does not destroy, damage, or cover over any character-defining feature of the historic building.
- **Mass and Scale** – How does the new building or addition relate in size and composition to the existing historic building or others on the street?
 - ✓ New buildings should reflect the mass and scale of existing buildings in the surrounding area.
 - ✓ Additions to a historic building should be minimal, subordinate, and proportional to the main building and not be overwhelming.
- **Compatible Features** – What are defining features of the existing historic building or those in the area? These help define compatible features for the new addition or building.
 - ✓ New buildings and additions should look like they were built today and not be a historic reproduction; similarity and compatibility in design are key to success.
 - ✓ New buildings and additions should reflect the general architectural features of existing buildings in the historic district.
 - ✓ Site new buildings in line with setbacks of existing buildings;
 - ✓ Maintain similar building height, proportions, and roof forms;
 - ✓ Choose similar exterior materials;



- ✓ Integrate similar architectural features found in existing historic buildings, or consider a contemporary, compatible interpretation of those features;
- ✓ Design main building form, primary entrance, window glazing patterns, wall and roof lines, etc. to reflect existing historic building patterns;
- ✓ Incorporate pedestrian oriented and scaled features;
- ✓ Maintain primary function of first floor use as commercial;
- ✓ Choose colors that complement, and are compatible with adjacent historic buildings;
- ✓ Choose signs, awnings and lighting that are compatible with existing historic buildings;
- ✓ Locate additions at the rear of existing historic buildings when possible.
- ✗ Replicating historic details in a new building or addition such that it is not distinguishable as new construction;

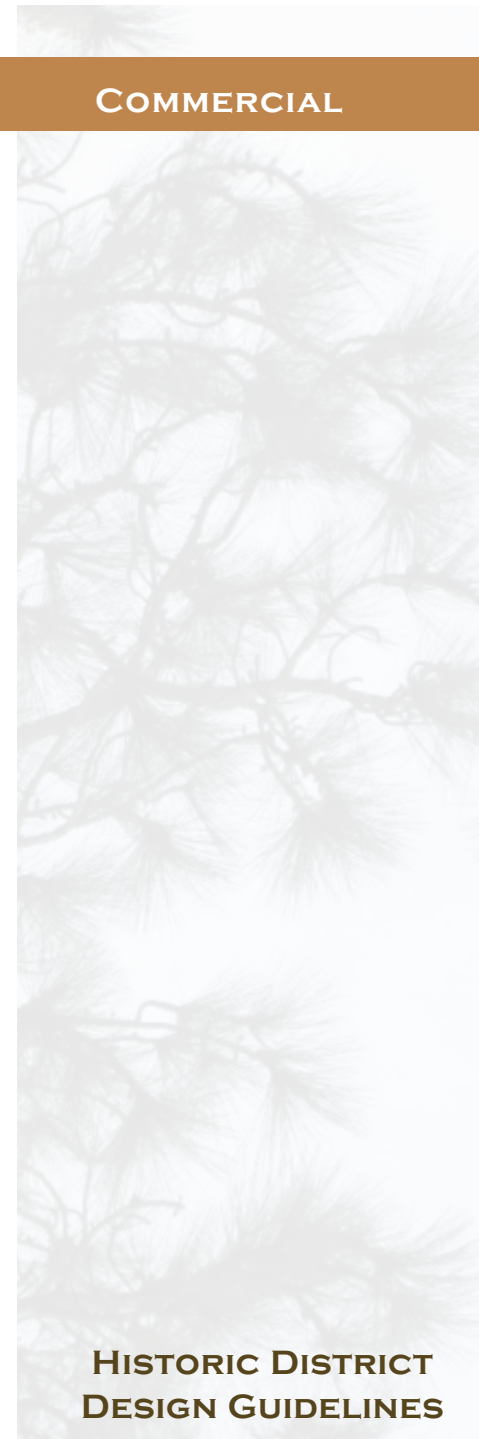
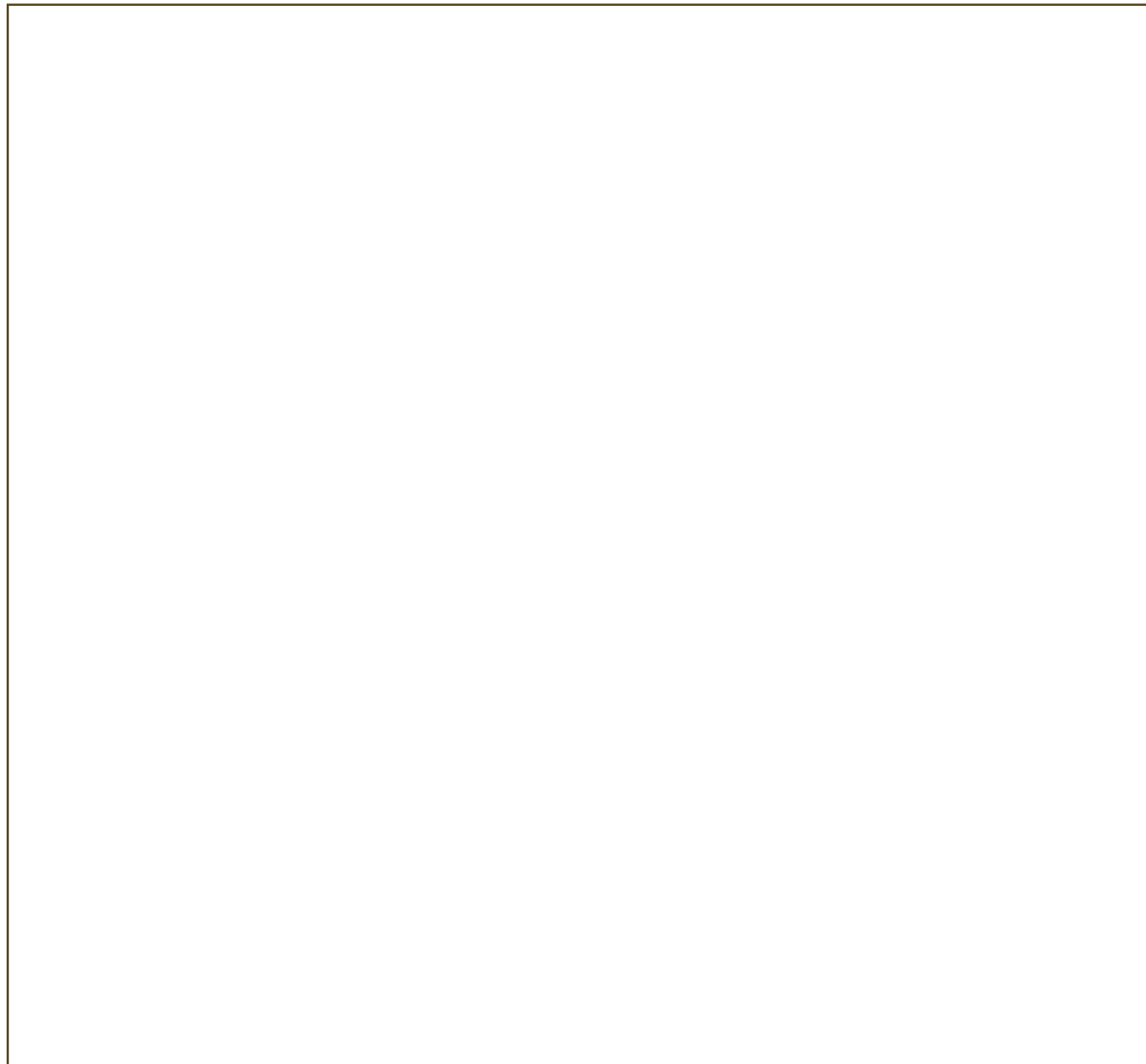


various signage examples in Southern Pines



DESIGN GUIDELINES: FEATURES AND DESIGN RECOMMENDATIONS

COMMERCIAL



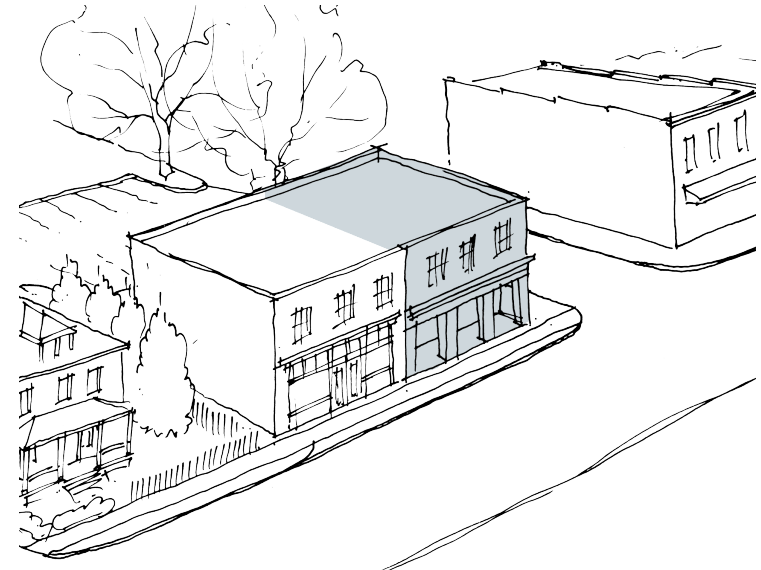
**HISTORIC DISTRICT
DESIGN GUIDELINES**





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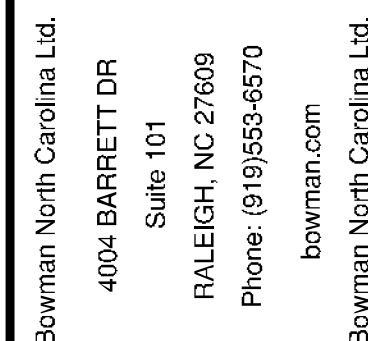
DESIGN GUIDELINES: FEATURES AND DESIGN RECOMMENDATIONS



New infill buildings should be located in line with the setbacks of adjacent buildings, maintaining a similar height, proportion and roof form. Parking should be at the rear.

**HISTORIC DISTRICT
DESIGN GUIDELINES**





TAPESTRY BY HILTON BENNETT AVENUE
SOUTHERN PINES, NC

PRELIMINARY
DO NOT
USE FOR
CONSTRUCTION

PLAN STATUS	
00/20XX	1ST SUBMISSION

DATE	DESCRIPTION	
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SCALE	H: 1" = XXX' V: 1" = XXX'	

JOB No. 000000-00-000

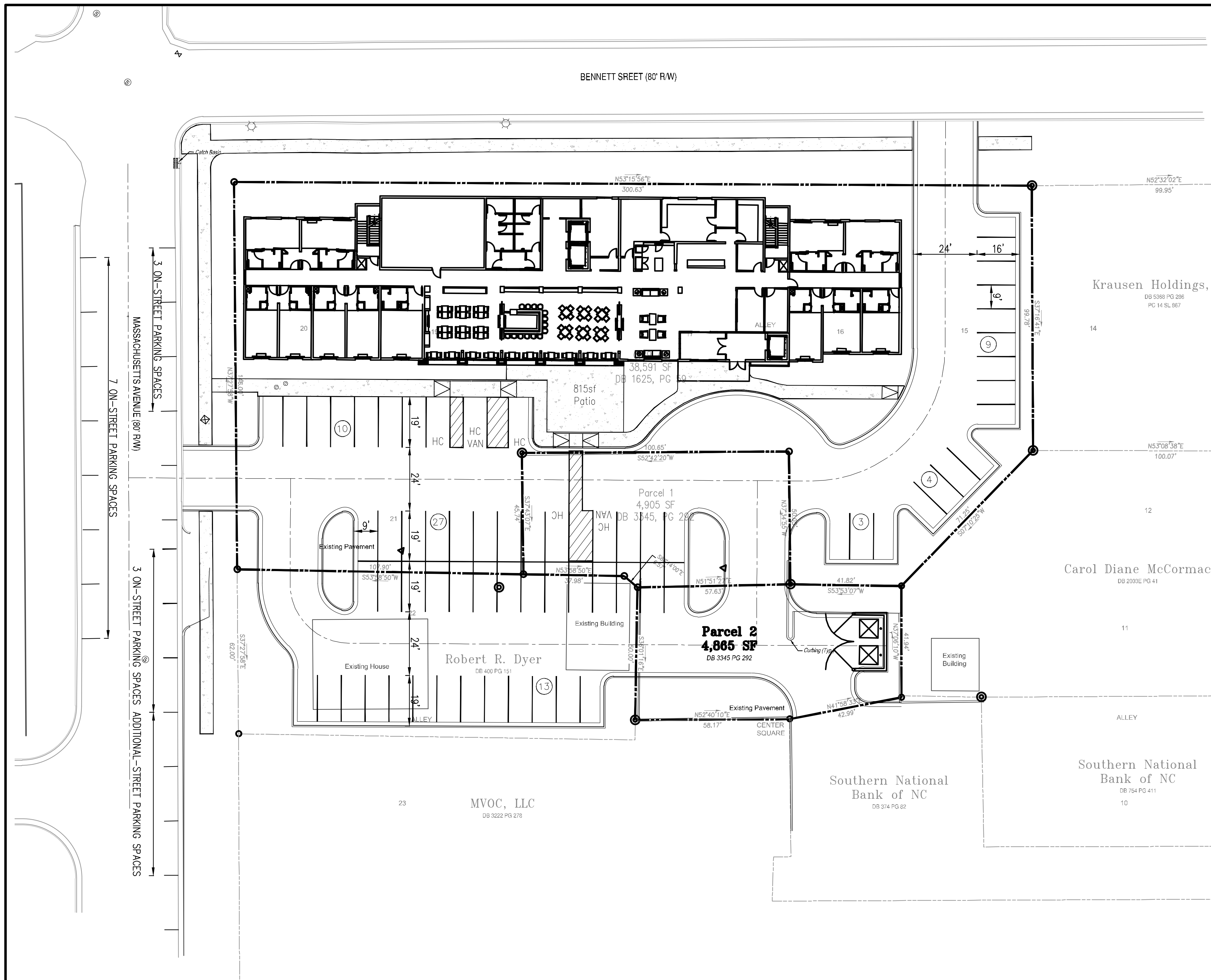
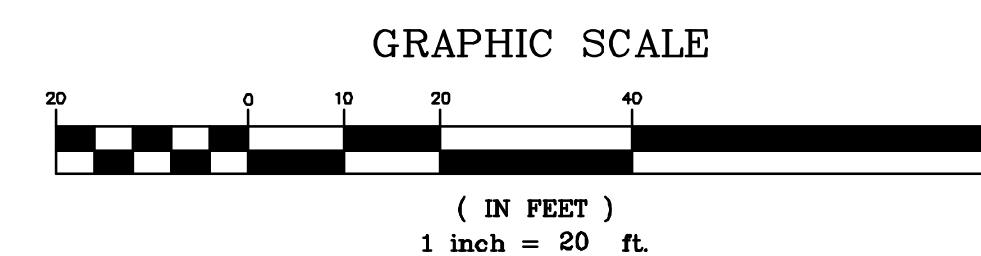
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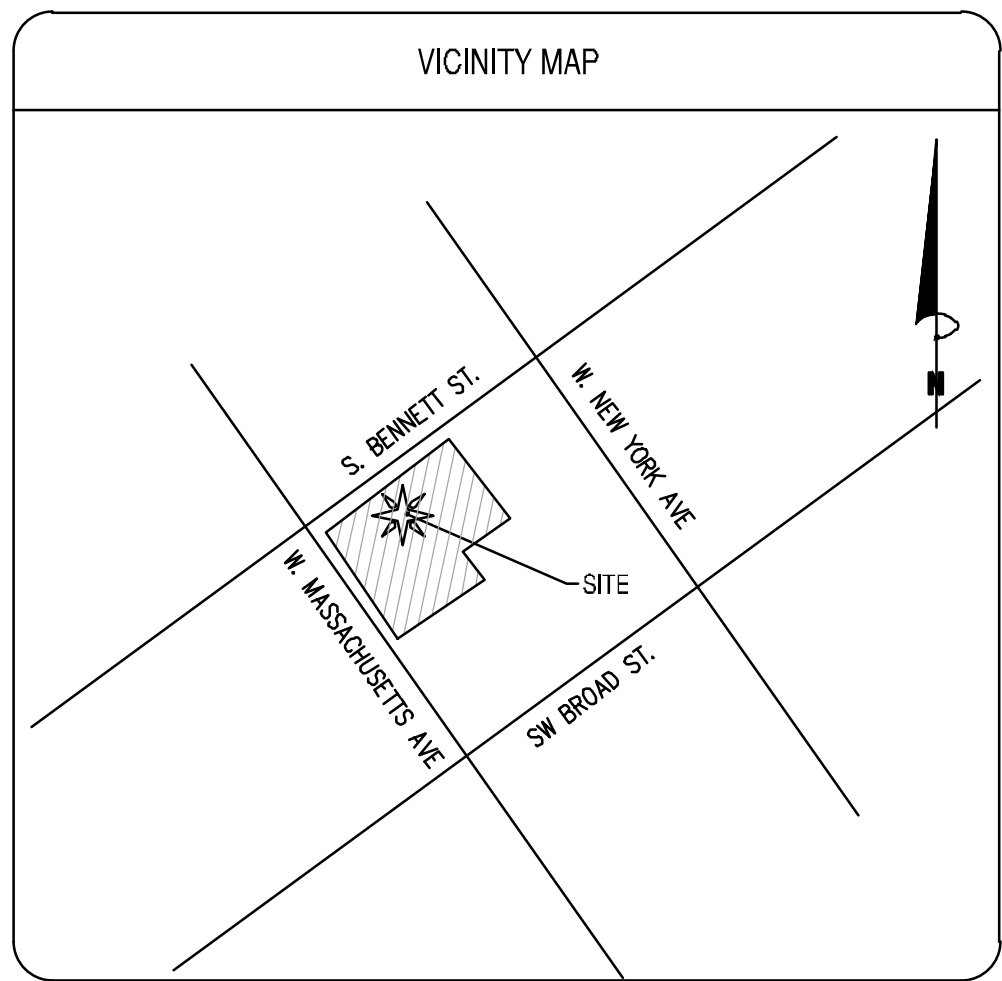
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Know what's below.
Call before you dig.



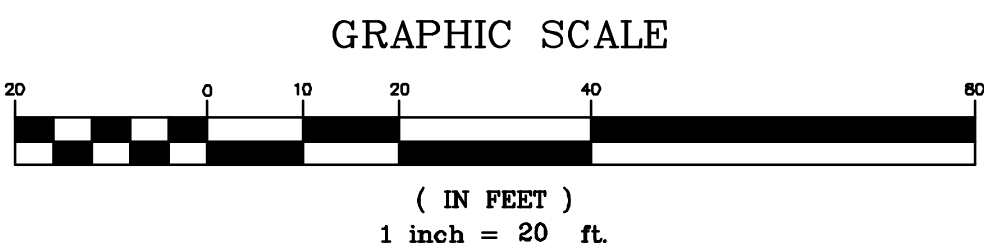


1. CONTRACTOR SHALL BE RESPONSIBLE FOR COMPLETING ALL REQUIRED LANDSCAPING FOR THE ENTIRE SITE, TO INCLUDE BUT NOT LIMITED TO: SODDED/SEEDED AREAS, SHRUB BEDS, PARKING LOT ISLANDS, ROADSIDE SIGN BASE(S) AND MONUMENT PLANTERS.
2. CONTRACTOR SHALL COMPLY WITH ALL APPLICABLE CODES AND ORDINANCES REGARDING LANDSCAPING.
3. IT IS THE RESPONSIBILITY OF THE CONTRACTOR TO ESTABLISH A HEALTHY STAND OF GRASS ON ALL SEEDED AREAS.
4. IN THE EVENT THAT PLANTING BEDS AND MULCH ARE REQUIRED, THE CONTRACTOR SHALL INSTALL BLACK FABRIC WEED BLOCK LANDSCAPE MESH UNDER THE MULCH TO PREVENT WEED GROWTH.
5. CONTRACTOR SHALL PROVIDE NATURAL TOPSOIL THAT IS FERTILE, FRABLE, WITHOUT MIXTURE OF SUBSOIL MATERIALS, AND OBTAINED FROM A WELL DRAINED, AVAILABLE SITE. IT SHALL NOT CONTAIN SUBSTANCES WHICH MAY BE HARMFUL TO PLANT GROWTH. TOPSOIL SHALL BE SCREENED AND FREE FROM CLAY, LUMPS, STONES, ROOTS, PLANTS, OR SIMILAR SUBSTANCES 1" OR MORE IN DIAMETER, DEBRIS, OR OTHER OBJECTS WHICH MIGHT BE A HINDERANCE TO PLANTING OPERATIONS. TOPSOIL SHALL CONTAIN AT LEAST 4-6% ORGANIC MATTER BY WEIGHT AND HAVE A PH RANGE OF 5.5 TO 7.0.
6. CONTRACTOR SHALL BE RESPONSIBLE FOR THE WATERING AND THE MAINTENANCE OF ALL LANDSCAPED AREAS UNTIL THE LATER OF; (a) THIRTY (30) DAYS FOLLOWING THE PLANTING OF THE GRASS AND SHRUBS, OR (b) THE DATE THAT BUILDING OPEN FOR BUSINESS TO THE PUBLIC.
7. GENERAL CONTRACTOR IS TO CLEAN ENTIRE SITE OF ALL CONSTRUCTION DEBRIS AND RAKE ALL GRASS AREAS.
8. PROVIDE LANDSCAPE PLANS TO OWNER AND AS REQUIRED BY LOCAL JURISDICTION TO THE BLDG. DEPT. FOR REVIEW AND APPROVAL PRIOR TO START OF WORK.
9. ALL LANDSCAPING, TRESS, SHRUBS, ETC. SHALL NOT INTERFERE WITH THE VISIBILITY OF PROJECT SIGNAGE
10. CONTRACTOR TO VERIFY QUANTITIES PRIOR TO COMMENCING WORK.
11. OPEN AREAS WITHIN PLANTING BEDS SHALL BE MULCHED.

1. ANY DISTURBED AREAS NOT SCHEDULED FOR HARDSCAPE, PLANTINGS, OR MULCH SHALL BE SEEDED LAWN.
2. NO PLANT SUBSTITUTIONS ARE PERMITTED WITHOUT WRITTEN APPROVAL OF THE OWNERS REPRESENTATIVE.
3. ALL PLANT AND BED LINE LOCATIONS SHALL BE STAKED IN THE FIELD AND APPROVED BY THE THE OWNER'S REPRESENTATIVE PRIOR TO INSTALLATION.
4. ALL PLANTINGS SHALL BE INSTALLED WITH THE SPECIFIED LAYER OF MULCH. REFERENCE DETAILS AND SPECIFICATIONS FOR DEPTH AND TYPE OF MULCH. ALL TREES AND SHRUBS SHALL BE PLANTED IN MULCH BEDS AND SHALL BE SEPARATED FROM TURF GRASS AREAS.
5. GRASS COVERAGE TO EXTEND FROM PROPERTY LINES TO BACK OF CITY SIDEWALKS AND/OR CURBS.
6. MINIMUM TREE SIZE AT PLANTING IS 2" CALIPER (FOR SINGLE STEM TREES). ALL MULTI-STEM PLANTS MUST BE TREE FORM, MAXIMUM 3' TALL, AND MINIMUM 8 FEET TALL.
7. ALL STRAPPING AND TOP 2/3 OF WIRE BASKET MUST BE CUT AWAY AND REMOVED FROM ROOT BALL PRIOR TO BACKFILLING PLANTING PIT. REMOVE TOP 1/3 OF THE BURLAP FROM ROOT BALL.
8. FOR NEW PLANTING AREAS, REMOVE ALL PAVEMENT, GRAVEL SUB-BASE AND CONSTRUCTION DEBRIS; REMOVE COMPACTED SOIL AND ADD 18" NEW TOPSOIL, OR TILL AND AMEND THE TOP 18" OF EXISTING SOIL TO MEET TOPSOIL/PLANTING MIX STANDARDS FOR TREES.
9. LARGE MATURING TREES MAY NOT BE PLANTED WHERE THERE ARE OVERHEAD DISTRIBUTION OR TRANSMISSION LINES. IF TREES CONFLICT WITH POWER LINES OR SIGNS, CALL URBAN FORESTER TO RESOLVE BEFORE PLANTING.
10. ADJUST TREE PLANTING LOCATIONS TO AVOID UNDERGROUND UTILITIES. PLANT 15" FROM ALL UNDERGROUND UTILITIES (SEWER AND STORM DRAINAGE, GAS, WATER, PHONE, AND ELECTRICAL LINES.)
11. ATTENTION LANDSCAPER: NOTIFY OWNER OF ANY SIGN, POWER LINE, OR OTHER CONFLICTS BEFORE PLANTING NEW TREES.



Know what's below.
Call before you dig.



LANDSCAPE PLAN
TAPESTRY BY HILTON BENNETT AVENUE
SOUTHERN PINES, NC

PRELIMINARY
DO NOT
USE FOR
CONSTRUCTION

PLAN STATUS		
00/20XX	1ST SUBMISSION	
DATE	DESCRIPTION	
XXX DESIGN	XXX DRAWN	XXX CHKD
SCALE	H: 1" = 20' V:	
JOB No. TSD 002--004		
DATE MONTH DAY, YEAR		
FILE No.		
SHEET		
####		





EXHIBIT A



1 Elevation - North
1/16" = 1'-0"



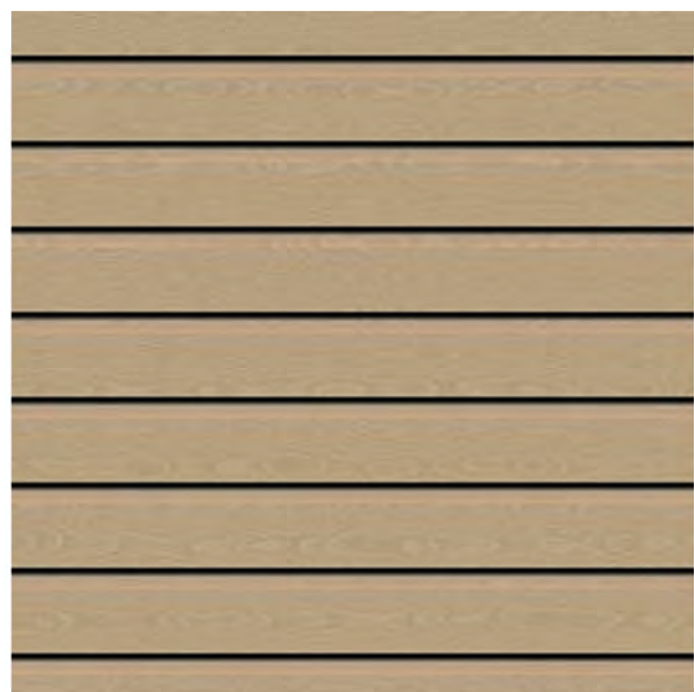
2 Elevation - West
1/16" = 1'-0"



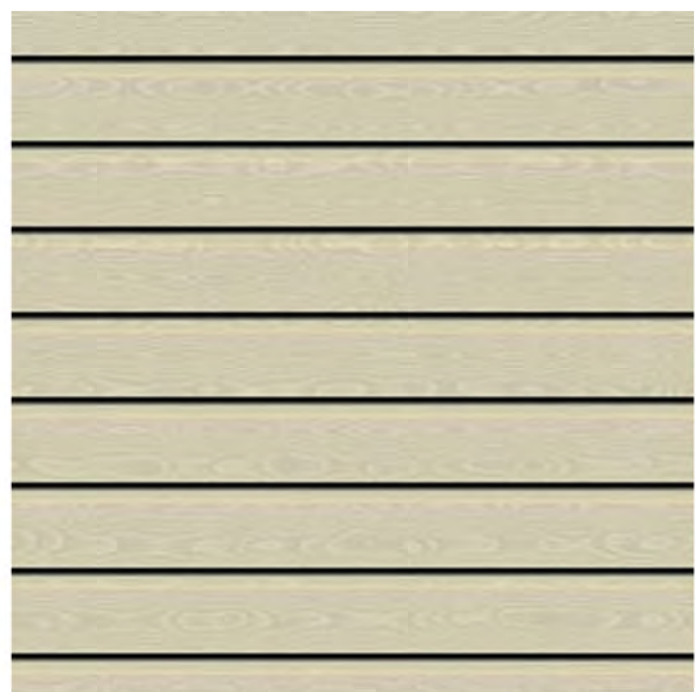
3 Elevation - South
1/16" = 1'-0"



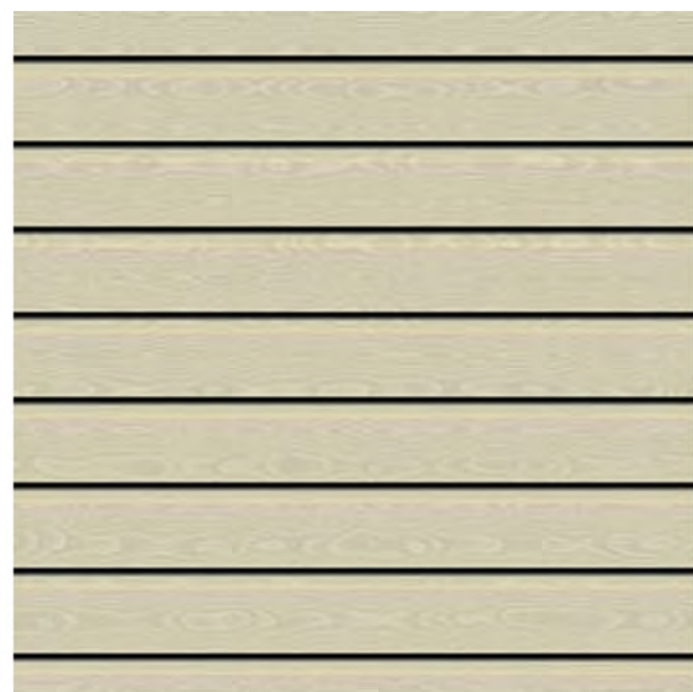
4 Elevation - East
1/16" = 1'-0"



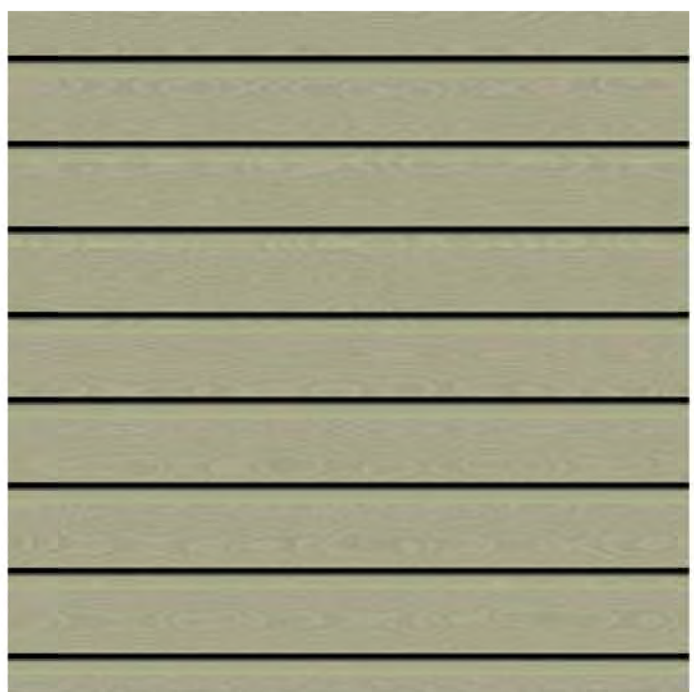
Cementitious Siding: Benjamin Moore
Brookline Beige
HC-47



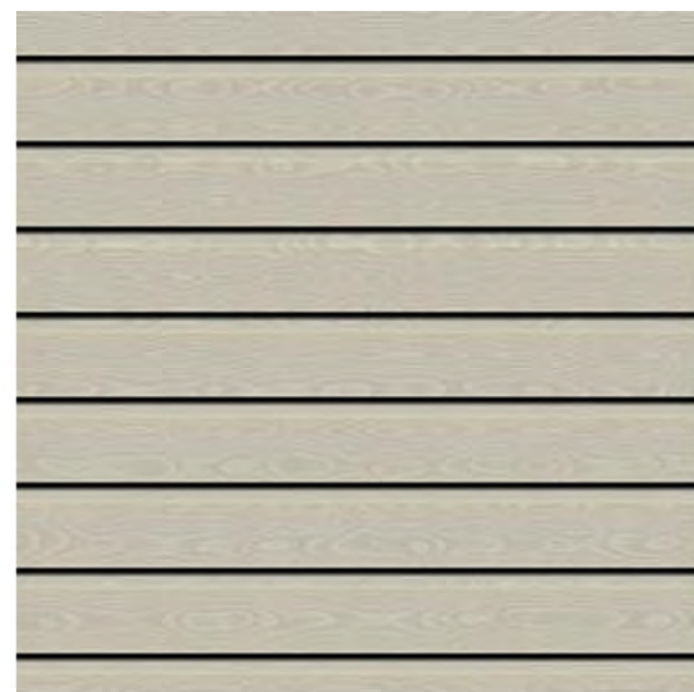
Cementitious Siding: Benjamin Moore
Manchester Tan
HC-81



Cementitious Siding: Benjamin Moore
Monterey White
HC-27



Cementitious Siding: Benjamin Moore
Nantucket Gray
HC-111



Cementitious Siding: Benjamin Moore
Revere Pewter
HC-172



Board and Batten Siding: Benjamin Moore
Gloucester Sage
HC-100



Palmetto Brick: Ashland



Palmetto Brick: Myrtle Sand



Palmetto Brick: Grade B - Painted White



Palmetto Brick: Terra Blend



Palmetto Brick: Old Lynchburg

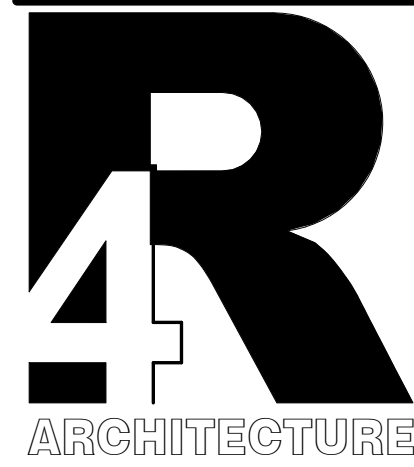
Project

Tapestry By Hilton
Bennett Ave
Southern Pines, NC

Owner

Southern Pines Venture
107 Stokley Drive,
Suite 100 Wilmington NC,
28403

04/19/22



124 Floyd Smith Dr.
Suite 375
Charlotte, NC 28262
Tel: 704-688-7500

513A Savannah Hwy.
Charleston, SC 29407
Tel: 843-531-6848

www.R4architecture.com

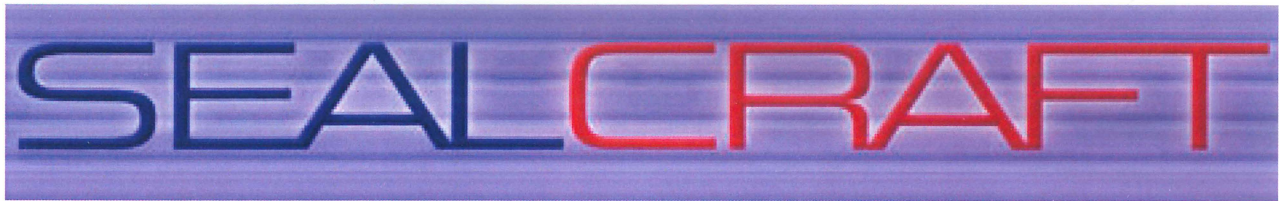
Revision Date

Drawn By MAR
Checked By MJR
Issue Date 04-19-2022
Project No 210656

Sheet Title
Building Elevations &
Materials

Sheet Number

A-200



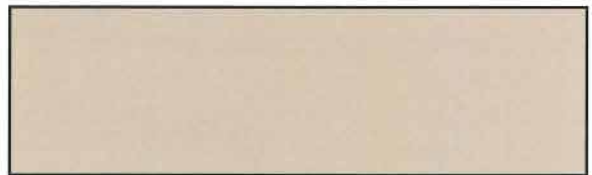
608 BLACK



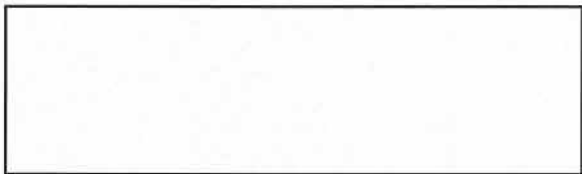
604 BRONZE



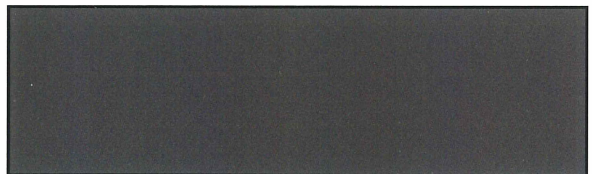
696 WHITE



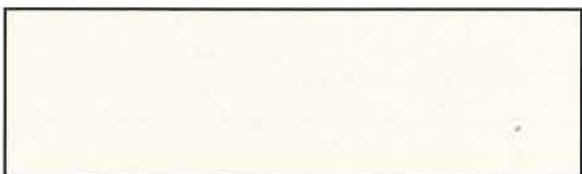
654 TAN



607 WHITE



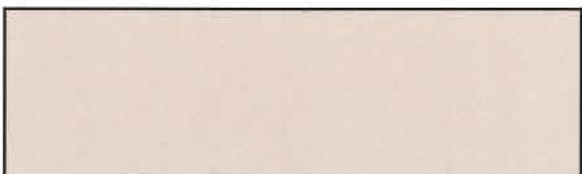
644 GREEN



286 IVORY



382 RED



257 GRAY



303 BLUE

All windows manufactured by Seal Craft are available in 10 standard colors and anodized finishes. Our custom color matching capabilities allow for you to select virtually any color to enhance the aesthetics of your building. Paint finishes are available in AAMA 2603, AAMA 2604 and AAMA 2605 paint standards. The primary paint type that Seal Craft uses is powder coat paint but wet applied paints are also available.

Colors are representative only. Metal samples available for final color approval.

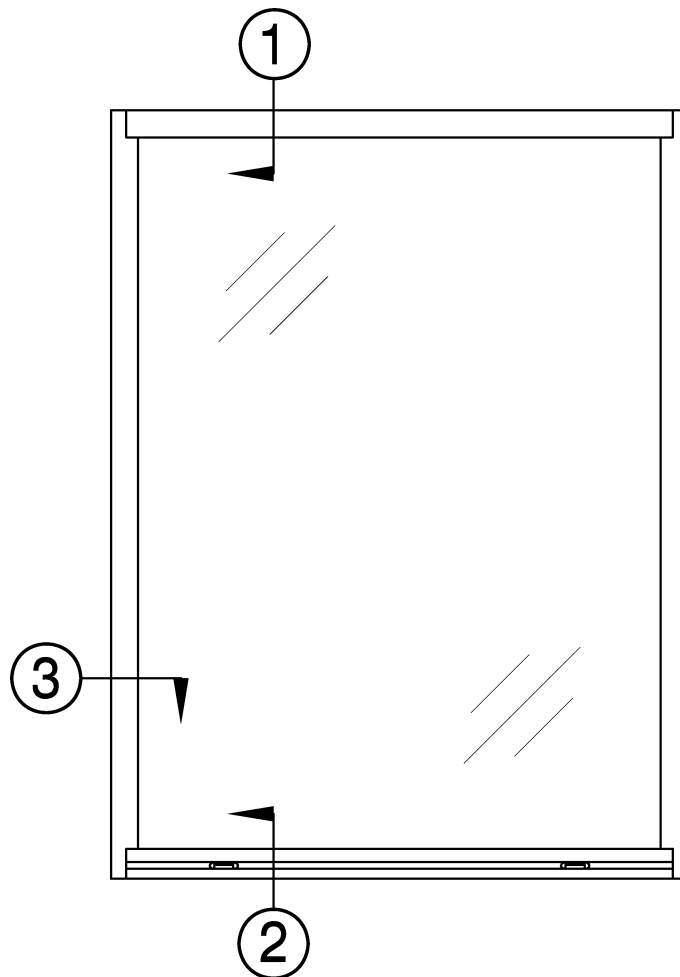
1207 Airport Drive - Shreveport, LA 71107 - (800) 844-4486 - (318) 424-4486 - (318) 221-7685 (fax)

SEAL CRAFT

Architectural Window Systems

Model 2200 AW-PG 90 FW

Exterior Elevation



Fixed Window

Structural Test Pressure up to 135 psf

Water Infiltration Tested to 12 lbf/ft²

Air Infiltration Tested to be .01 cfm/ft² @6.24 psf

Withstands wind velocity up to 187.5 mph at design pressure

Thermally Broken Frame

Maximum Size up to W-60" x H-99"

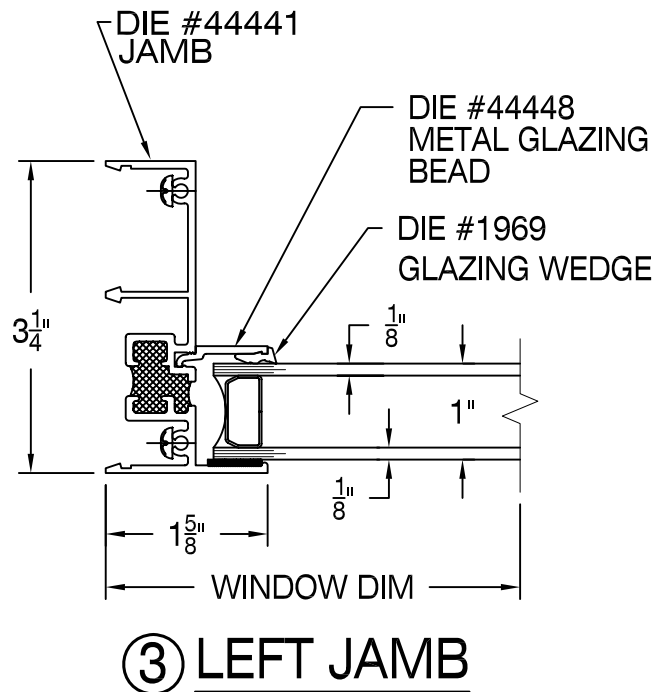
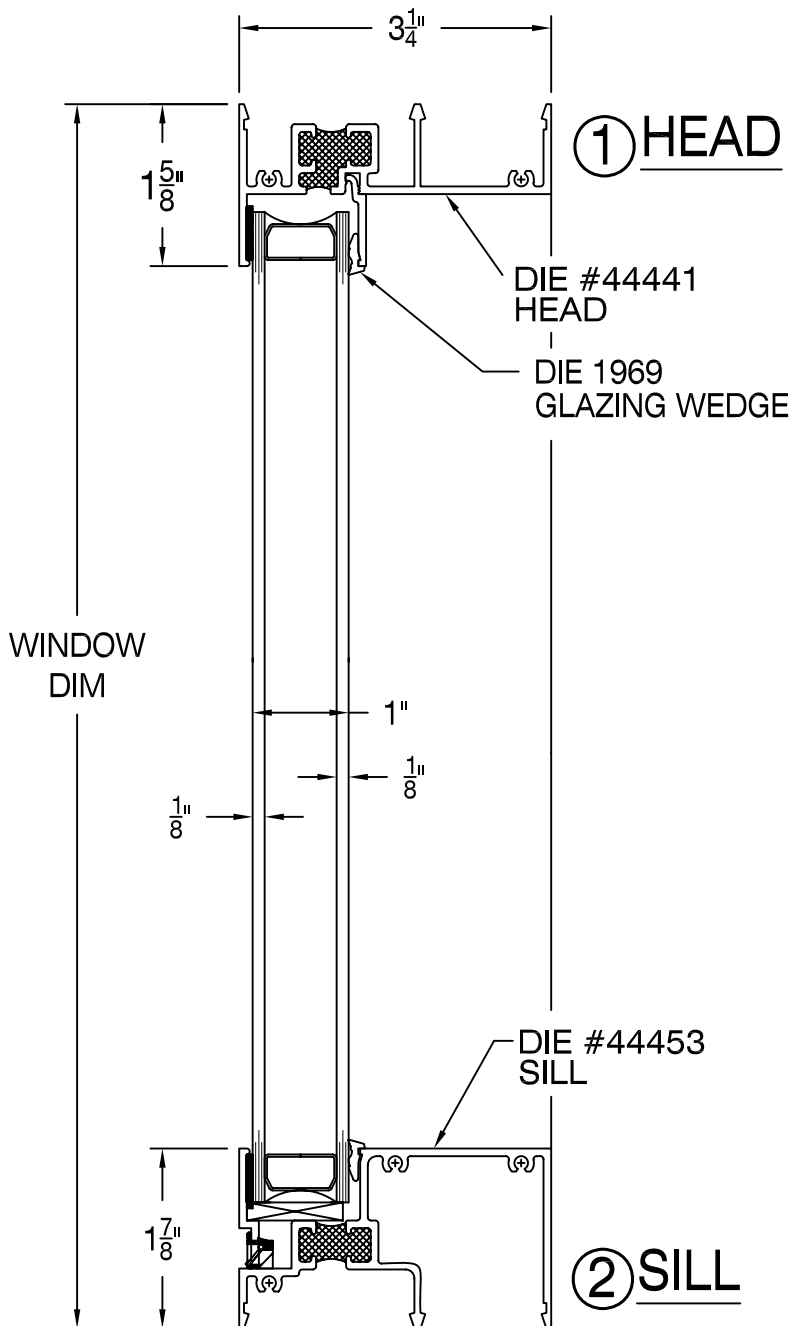
Minimum Size is W-18" x H-27"

SEAL CRAFT

Architectural Window Systems

Model 2200 AW-PG 90 FW

Sectional Views

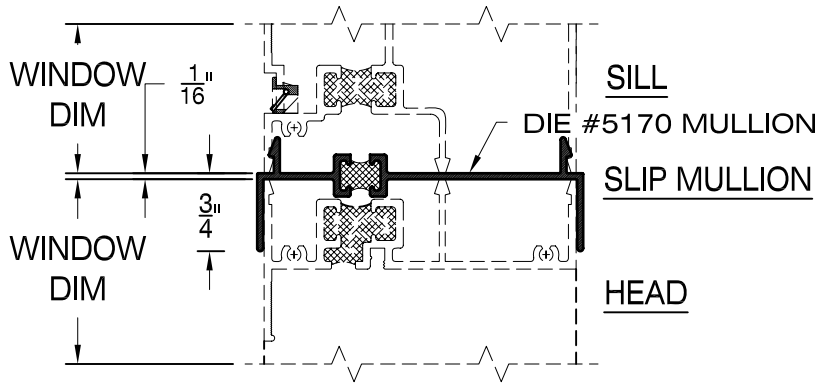


SEAL CRAFT

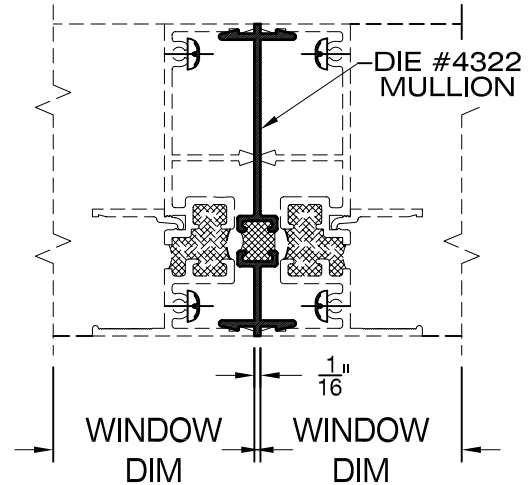
Architectural Window Systems

Model 2200 AW-PG 90 FW

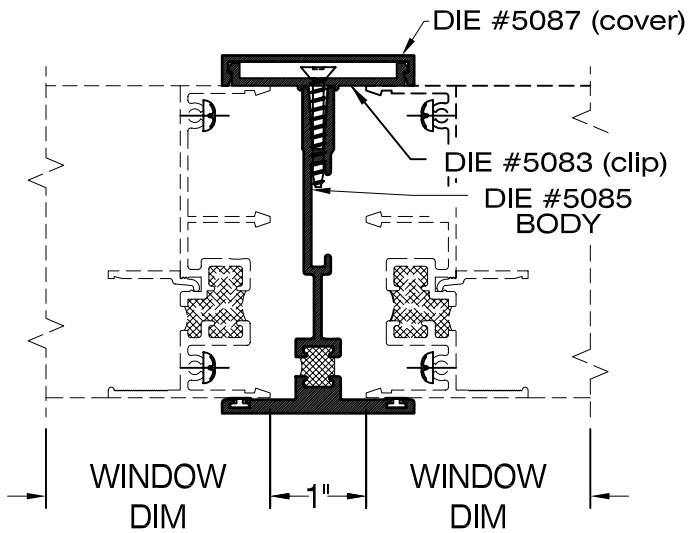
Accessories



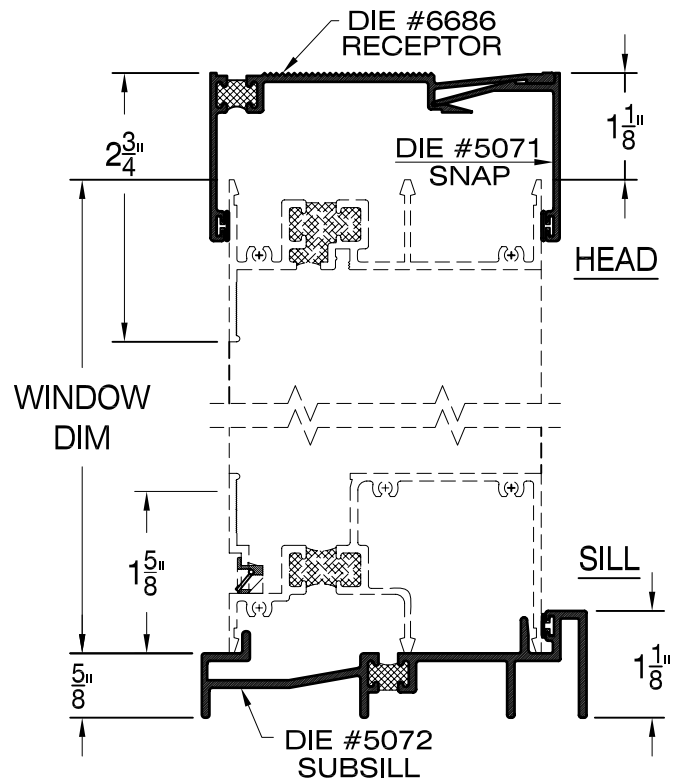
SLIP MULLION



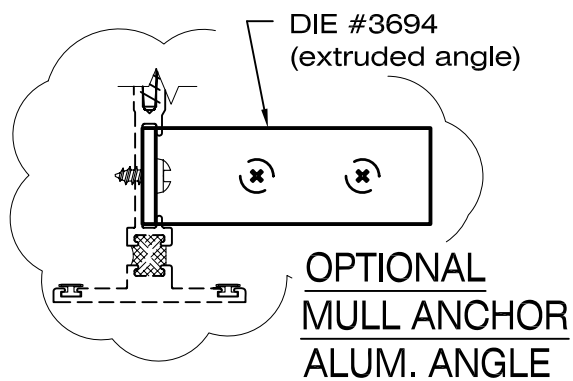
SNAP MULLION



THREE PIECE
STRUCTURAL MULLION



TWO PIECE RECEPTOR
AND SUBSILL



OPTIONAL
MULL ANCHOR
ALUM. ANGLE

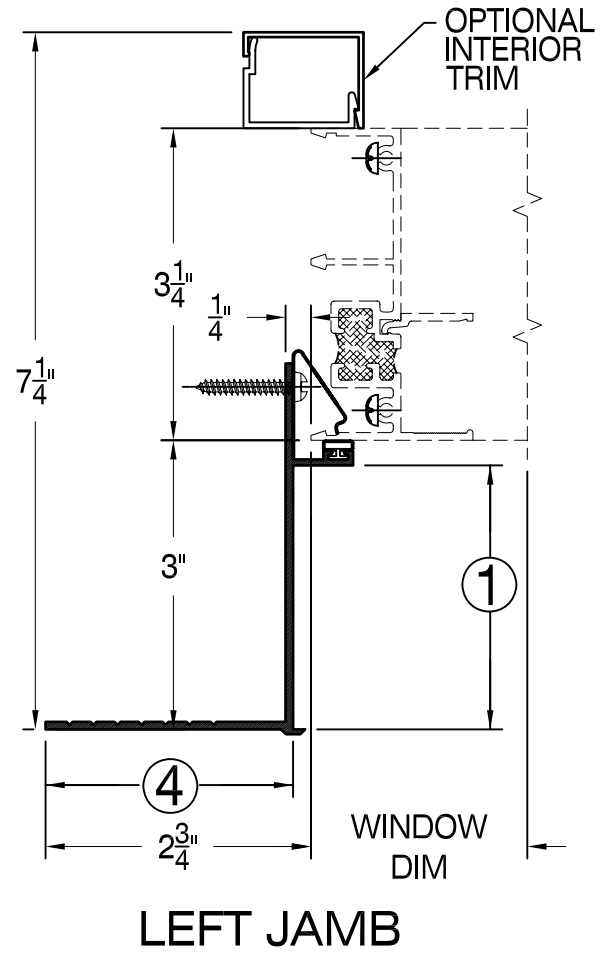
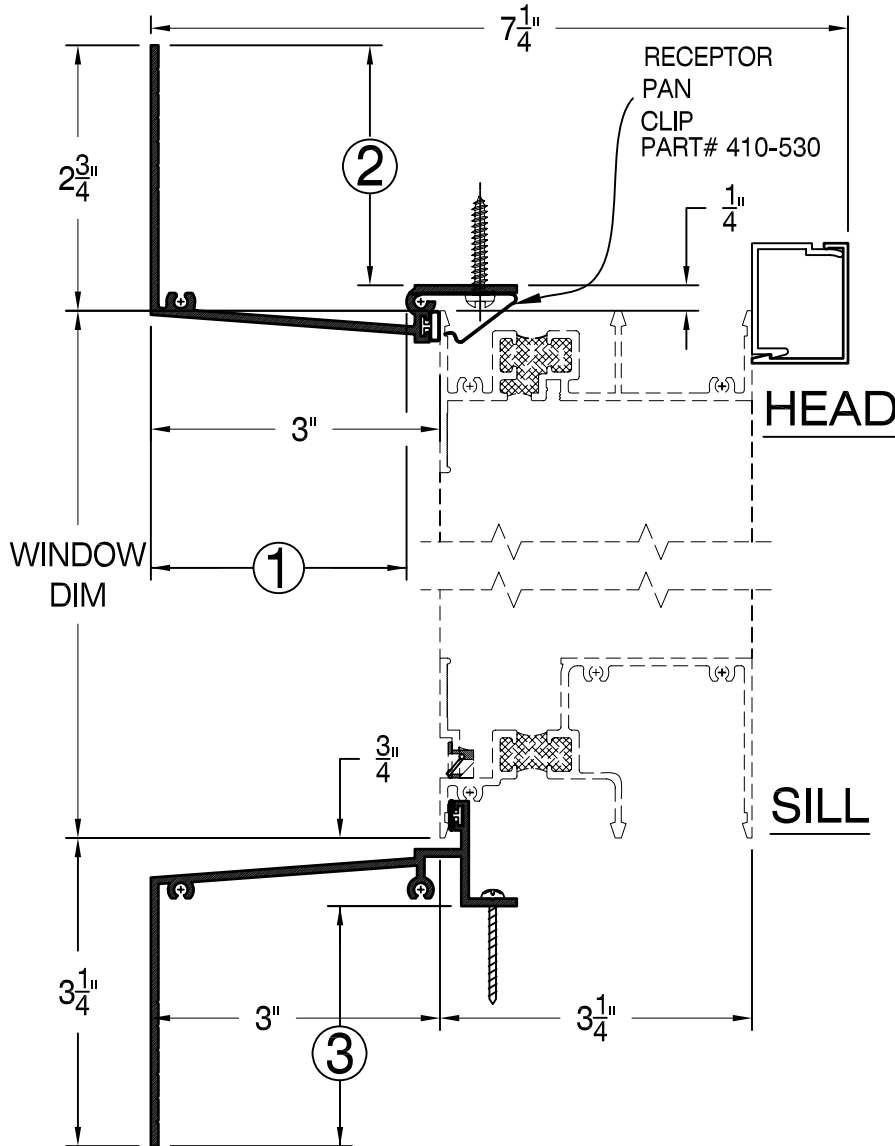
HALFSCALE

SEAL CRAFT

Architectural Window Systems

Model 2200 AW-PG 90 FW

RECEPTOR PAN "C"
& INTERIOR TRIM



Panning Sizes				
Dimensions				
Type	①	②	③	④
A	1 1/4"	1 7/8"	2 1/2"	2"
B	1 3/4"	2 1/2"	2 1/2"	2 1/2"
C	2 3/4"	2 1/2"	2 1/2"	2 1/2"
D	4"	2 1/2"	3 1/2"	3 1/2"
E	3 3/4"	2 1/2"	3 1/2"	2 1/2"

Panning Die Numbers			
Type	Sill	Head	Jamb
A	9178	9177	9179
B	8513	8511	8512
C	4643	4642	4641
D	N/A	N/A	N/A
E	5821	5820	5819

HALF SCALE

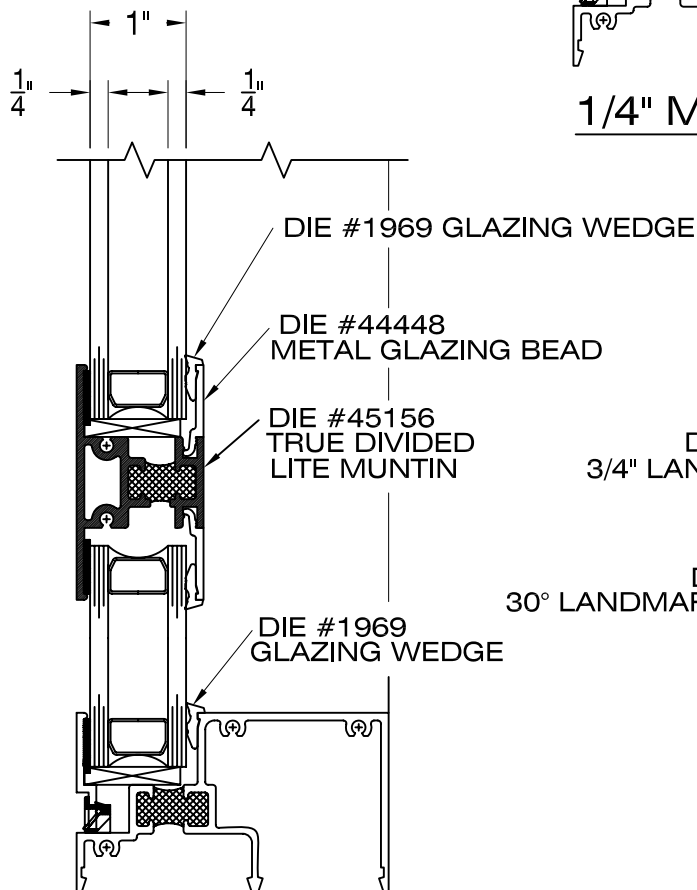
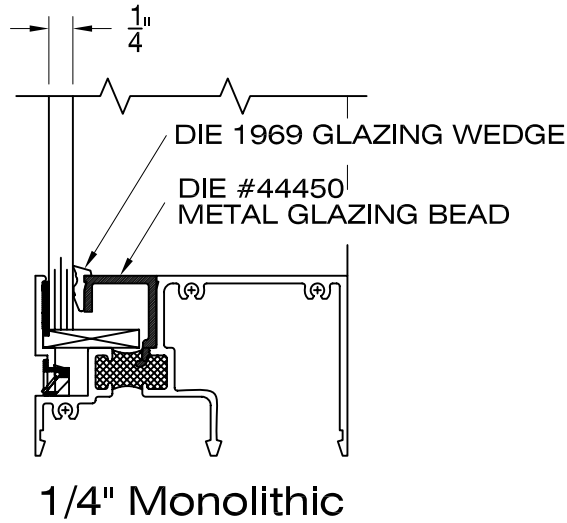
2200FX - Page 4

SEAL CRAFT

Architectural Window Systems

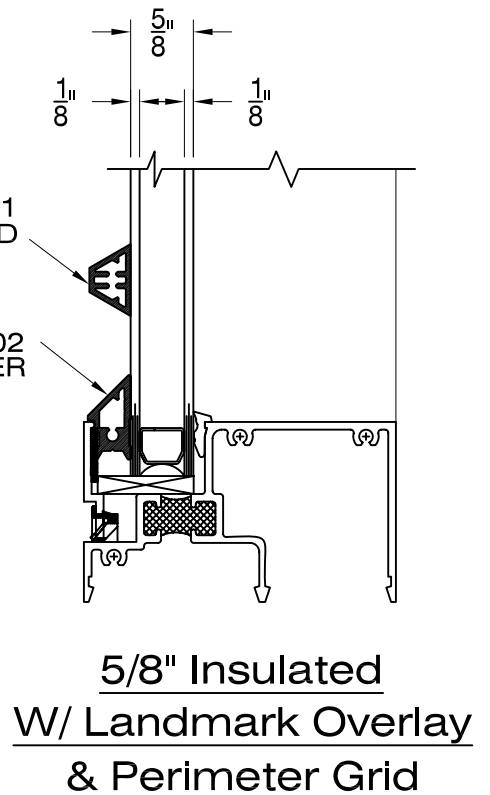
Model 2200 AW-PG 90 FW

Glazing Options



DIE #SCW-001
3/4" LANDMARK GRID

DIE #SCW-002
30° LANDMARK PERIMETER



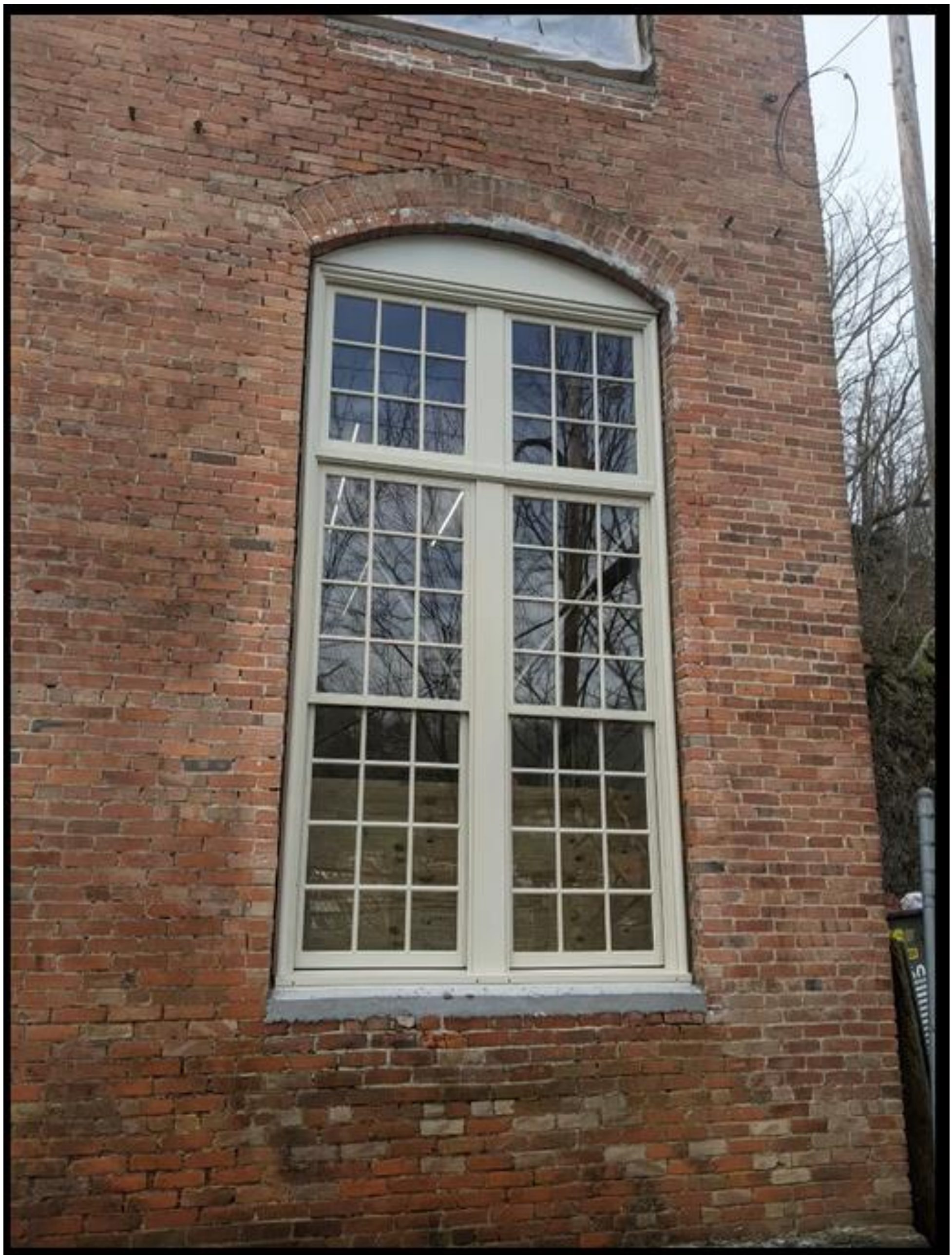


EXHIBIT C





SPECIFICATIONS

Certifications/Qualifications

www.kichler.com/warranty

Dimensions

Base Backplate	5.25 X 11.75
Extension	9.25"
Weight	7.70 LBS
Height from center of Wall opening (Spec Sheet)	11.00"
Height	21.50"
Width	10.00"

Light Source

Bulb Product ID	4064CLR
Lamp Included	Not Included
Lamp Type	B
Light Source	Incandescent
Max or Nominal Watt	60W
# of Bulbs/LED Modules	2
Socket Type	CAND
Socket Wire	105"

Mounting/Installation

Interior/Exterior	Exterior
Location Rating	Wet
Mounting Style	Wall Mount
Mounting Weight	4.90 LBS

FIXTURE ATTRIBUTES

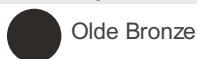
Housing

Diffuser Description	Clear Seeded
Primary Material	ALUMINUM

Product/Ordering Information

SKU	49737OZ
Finish	Olde Bronze
Style	Traditional
UPC	783927491082

Finish Options



Olde Bronze



ALSO IN THIS FAMILY



49735OZ



49736OZ



49738OZ



49739OZ



49740OZ



