









THE TOWN OF HERNDON - BUILDING ON HERNDON'S HERITAGE
NEW HERITAGE PRESERVATION DISTRICT GUIDELINES





## WHO ARE WE? WPA + CPG

#### PRINCIPALS



Primary Contact

WPA Principal-In-Charge

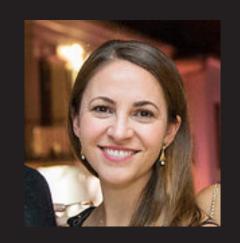




WPA Project Visualization/ Urban Design/ GIS



CPG Architectural Historian and Historic Architect



CPG Architectural Historian and Historic Architect



WPA **Educational Designer** 





## WHAT ARE WE DOING?

#### | WORK SESSIONS PUBLIC OUTREACH

#### BUILDING ON HERNDON'S HERITAGE Herndon

#### YOUR TOWN WANTS YOUR INPUT!

As a business owner in Herndon's Heritage Preservation District, you are invited to participate in the development of the District's NEW DESIGN GUIDELINES

Friday, October 19, 2018, 12pm—1pm ArtSpace Herndon, 750 Center Street, Herndon

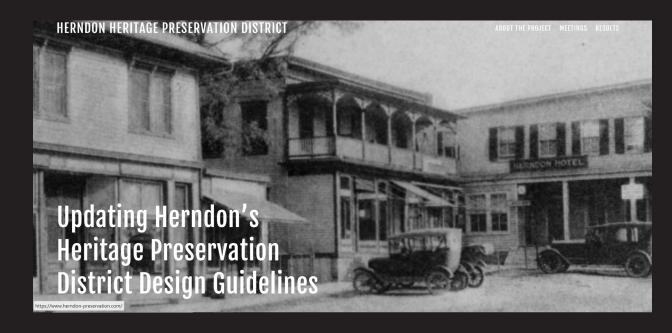
Meet with the project staff and consultants to discuss ongoing updates to the town's Preservation Program. Discussion points include:

- Understanding principles guiding creation of design guidelines
- Overview of process for developing and implementing new design guidelines
- Your ideas and suggestions for revising design guidelines

703-787-7380 community.development@herndon-va.gov Herndon-va.gov/HeritagePreservation



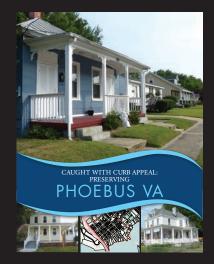
## WEBSITE



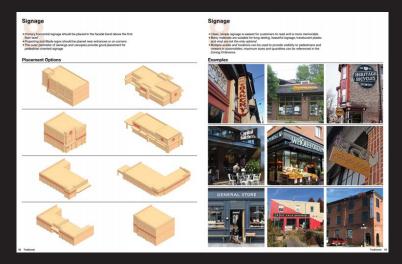
www.herndon-preservation.com

## WHAT ARE WE DOING?

## NEW GUIDELINES | OUTREACH & EDUCATION PLAN









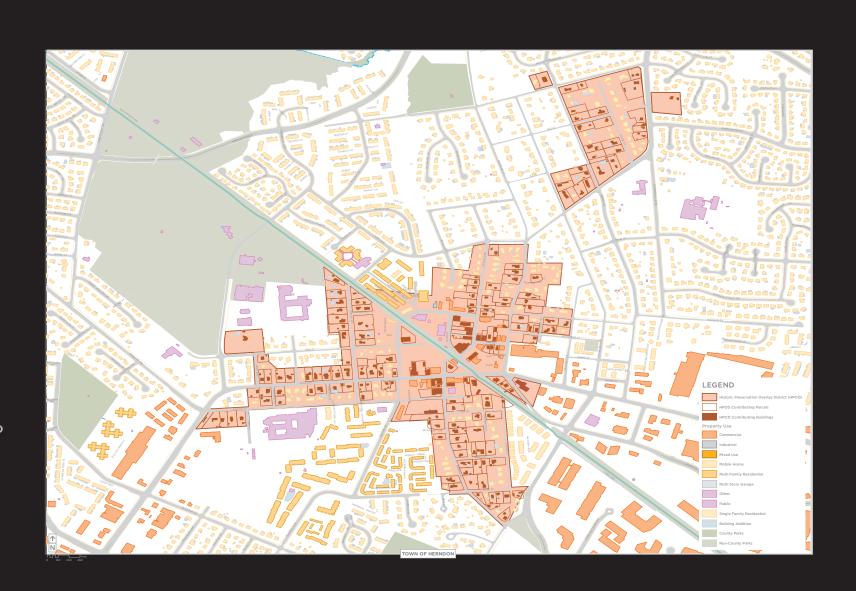
STAFF & BOARD TRAINING

# PROJECT SCHEDULE

September Octob	oer November	January	March	April	May
OFF MEETING  • FIRST  • WORK PLAN  & TIMELINE  • PREL  HPRI  • PREL  TOW	PUBLIC TREACH ETING  LIMINARY B MEETING  LIMINARY VN COUNCIL ETING	DRAFT OF     GUIDELINES AND     MANUAL	<ul> <li>DRAFT OF EDUCATIONAL AND OUTREACH MATERIALS</li> <li>SECOND DRAFT OF GUIDELINES AND MANUAL</li> <li>SECOND DRAFT OF EDUCATIONAL AND OUTREACH MATERIALS</li> </ul>	<ul> <li>TOWN COUNCIL PUBLIC HEARING</li> <li>HPRB TRAINING</li> <li>DELIVER FINAL GUIDELINES AND MANUAL</li> </ul>	<ul> <li>DELIVER FINAL EDUCATIONAL AND OUTREACH MATERIALS</li> <li>PROJECT CLOSE- OUT</li> </ul>

## PURPOSE OF LOCAL HERITAGE DISTRICTS & DESIGN GUIDELINES

- 1. What are the STRENGTHS in being a local heritage district?
- 2. What is a LOCAL PRESERVATION ORDINANCE?
- 3. What are LOCAL DESIGN GUIDELINES and how to develop them?
- 4. What TREATMENT is best for a historic property?



## HISTORIC DISTRICTS 101

Secretary of the Interior's Standards for Rehabilitation (SIMPLIFIED)

- 1. Use
- 2. Character
- 3. Time
- 4. Significance
- 5. Features

- 6. Repair over Replace
- 7. Treatments
- 8. Archaeology
- 9. Compatibility
- 10. Reversibility

## POSITIVE ECONOMIC IMPACTS OF HISTORIC PRESERVATION

- Jobs
- Property Values
- Heritage Tourism
- Environmental Impact/Sustainability
- Social Impact
- Downtown Revitalization

## BENEFITS OF BEING IN A LOCAL HERITAGE DISTRICT:

- Property investment protection
- Economic benefits
- Better quality design
- Reduced long-term maintenance
- Business recruitment potential
- Social benefits

## SUCCESSFUL DESIGN GUIDELINES PROVIDE:

- A basis for making fair decisions
- Consistency in design review
- Potential incentives for investment
- Property value enhancement
- A tool for education

## OVERVIEW OF PUBLIC MEETING ACTIVITIES

- Small Group Work
- Pin-ups to provide individual feedback
- Opportunity to ask consultants questions

## WPA + CPG GOALS FOR TODAY

 Leave Herndon with a clear understanding of the Community's Preservation Philosophy

Listening and Learning

# Small Group Breakouts

## IDENTIFY YOUR PRESERVATION STRATEGY

1. What qualities of Herndon do you want to Protect?

2. How can we leverage Historic Herndon to create value in the Community?

3. What are the benefits of preservation?

## BREAKOUT SESSION: POSITIVES

 What do you love about living/working in the Herndon Heritage District?

What is sacred?

## BREAKOUT SESSION: **NEGATIVES**

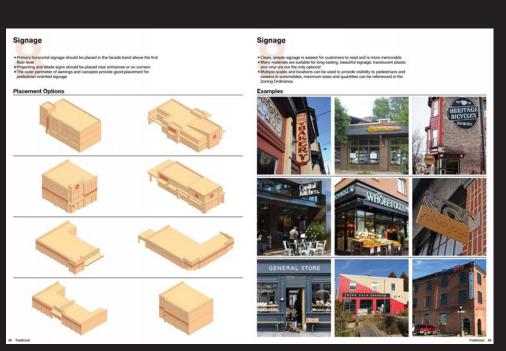
 What do you dislike about living/working in the Herndon Heritage District?

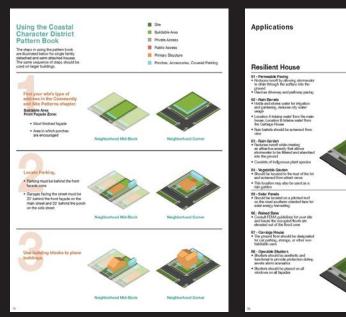
What drives you crazy?

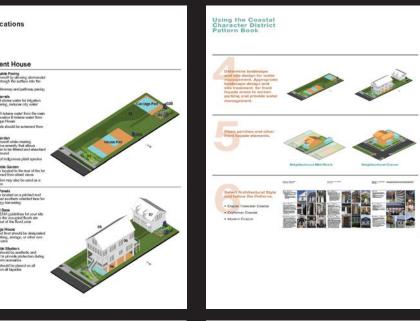
## BREAKOUT SESSION: ASPIRATIONS/IMPROVEMENTS

 What can we do to improve your experience in navigating the Guidelines and process?

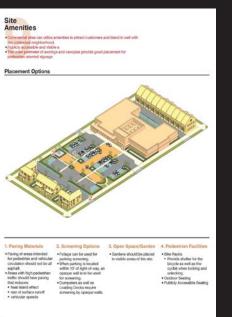
- EASILY ACCESSIBLE
- CLEAR PRESENTATION OF STANDARDS
- GRAPHICALLY APPEALING
- MINIMAL TEXT



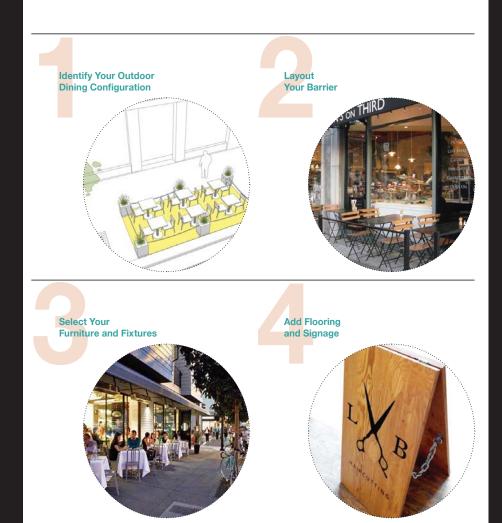








## Using the Outdoor Dining Guidelines



## Outdoor Dining Configuration

eating and drinking non-alcoholic beverages



ABC approved



#### Overview

Permitted outdoor dining configurations:

Attached (Full) Attached (Half) Detached Non-Barrier Parklet

The appropriate configuration is determined by several factors, including sidewalk width, adjacent parking, proximity to tree wells, the amount of pedestrian activity, etc. The appropriate configuration will be determined on a case-by-case basis. Applicants are encouraged to consult the Downtown Norfolk Council about the appropriate configuration for their location before developing their application.

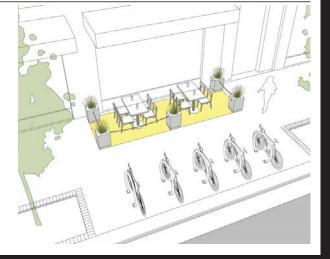


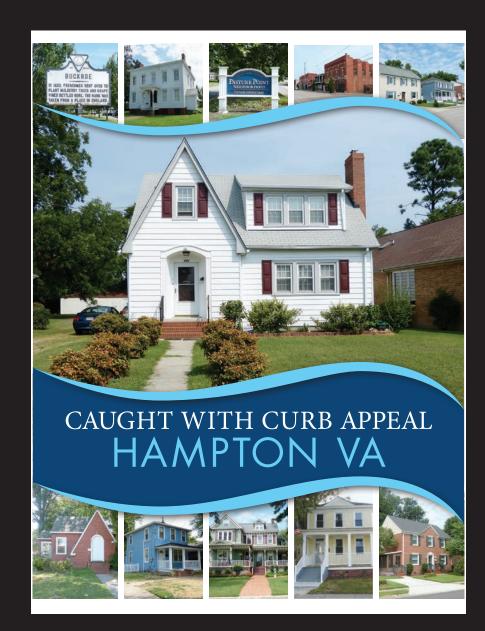
#### Attached (Full)

The Attached (Full) is the most common configuration. It is located immediately adjacent to the building and is surrounded by a barrier where necessary.















#### OVERVIEW OF GRANT PROGRAM

The Curb Appeal Matching grants are available to all single-family and duplex residential properties located within the specified revitalization areas. Eligible applicants include renters (with written permission from the property owner), owner-occupants, and investors. The grant program provides applicants with matching grants. Awards will range from a minimum of \$250 to a maximum of \$5,000. Only one grant will be awarded per each property annually. Only the cost of materials will be considered if the labor is not completed by a licensed contractor. Only residential single family homes are eligible for Curb Appeal Matching

For the Hampton Curb Appeal Matching Grant Program, projects should follow the Secretary of the Interior's Standards for Rehabilitation (detailed in Appendix A) as closely as possible to preserve and strengthen each neighborhood's historic architectural character. These Standards were created to inform appropriate work on historic buildings. They are used in relation to the Historic Preservation Tax Incentives program, but are often applied to local districts and neighborhoods to encourage the retention of historic fabric.

In addition to stressing the importance of adhering to the Standards, the program also requires that alterations are consistent with the individual style guides for each neighborhood. To ensure appropriate projects, a list of grant eligible improvements is provided:

- · Projects must be completed within six months
- . The scope of work must include improvement to one or more of the following
- Architectural details (addition, repair, and/or restoration)
- Exterior painting and/or cleaning
- Doors, windows, and shutters (addition, repair, and/or restoration)
- Landscaping
- Decorative entrance features (lighting, mailbox, house numbers, etc)

The following work is not eligible for the grant program:

- · Improvements that damage the building
- Improvements that are inappropriate or incompatible with the historic context of the neighborhood
- · Improvements on the interior of the property
- · Sidewalk repair
- · Installation of chain link fencing
- · Improvements that cannot be completed within 6 months

HAMPTON, VA | 1

#### GENERAL CURB APPEAL STRATEGIES

The purpose of the grant program is to provide a means for homeowners to improve the curb appeal of their homes. Creating curb appeal involves simple exterior improvements that enhance the value of your home and neighborhood. Within the eligible neighborhoods, the program seeks to create cohesive streetscapes by providing guidance to homeowners on the styles and features of their homes. The architectural styles primarily include Colonial Revival, Craftsman, Folk Victorian, Italianate, and Queen Anne, and are outlined and described in each supplementary neighborhood guide.

While specific guidelines will be provided for the prominent styles in each of the participating neighborhoods, below are general guidelines that can increase curb appeal in any neighborhood:

- · Unpainted surfaces should remain unpainted, while painted surfaces should be cleaned and repainted. Prior to painting, remove cracked and peeling paint and repair any damage to the surface. Caulk and fill holes, prime the surface, and add a finish coat for sunlight protection.
- · Most 19th- and early 20th-century homes should usually utilize a three-color paint palette: Body (or wall), trim, and accent (or sash and door).
- · When choosing colors, remember that traditional exterior colors often emulated natural building materials, such as wood, stone, brick, tile, stucco, and metals such as copper and bronze.
- · Research appropriate paint colors for the era of your home. Hire someone to analyze paint chips to determine the original color or refer to historic color charts and select colors used during the period your home was constructed. This will help return your home to a historically accurate appearance. Additionally, consider the color of your roof, brick and mortar or siding, as well as doors and windows prior to choosing a color.

- Where appropriate, front yard fencing can be up to
- four feet in height and should be made of open materials, such as wood picket, masonry, or wrought iron, to maintain the view of the façade of the house. See specific neighborhood guides for appropriate designs and materials for each neighborhood.
- · Wood privacy fences up to six feet in height may be appropriate in side/rear yards.
- · Chain link fences should not be used, but existing fencing can be maintained or repaired.
- All wood fences should be painted or stained in a color complimentary to the exterior of the house.















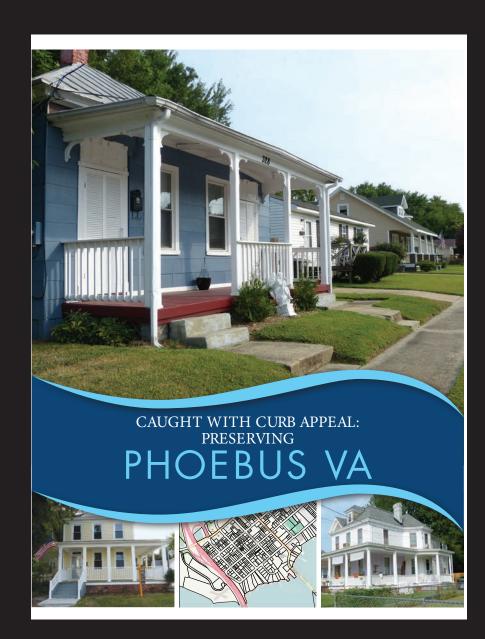








2 | Caught with Curb Appeal

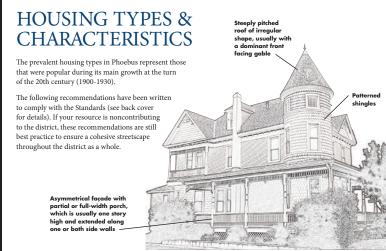


#### **CHARACTER**

#### (Period of Significance: 1874-1957)

1 | Curb Appeal Guide: PHOEBUS, VA

Phoebus was originally a settlement that developed in the 17th century along the banks of Mill Creek as a stopover between Hampton and Norfolk. In 1874, it became an incorporated town called Chesapeake City within Elizabeth City County and the current gridiron plan was laid. The town continued to grow through the Reconstruction period with the addition of railroad and streetcar lines, assisting in the development of a central commercial corridor (Mellen Street) flanked by supporting residential areas. In 1900, Chesapeake City's name was changed to Phoebus in honor or Harrison Phoebus, who developed the Hygeia Hotel, a major tourist attraction at Old Point Comfort, which facilitated both business and leisure travel through the town. In 1952 it was annexed by the City of Hampton. After the completion of the Hampton Roads Bridge Tunnel in 1957, development within Phoebus came to a halt due to the elimination of traffic through the town.



#### **QUEEN ANNE**

- In Phoebus, the Queen Anne examples come in a variety of forms. The majority of examples feature front porches, but these range in style from full one story front facing to partial two story. There are also a few examples of wrap around porches.
- Curb appeal recommendations for Queen Anne homes include:
- Repair historic wood details, particularly decorative elements on porches and cladding, particularly patterned shingles.
- Maintain historic roofs, particularly slate.
   If replacement is required, do so in kind.
- Highlight decorative features with periodappropriate paint palettes (see General Guide for examples and suggestions).
- Fences can be painted wooden pickets or cast/wrought iron.

• Curb appeal recommendations for Folk Victorian homes include:

**FOLK VICTORIAN** 

 Repair historic wood details, especially on front porches. Repair or replace damaged or missing elements.

• In Phoebus, the Folk Victorian examples are

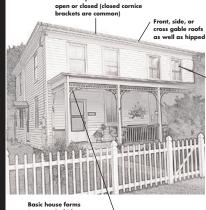
typically one story with a full front porch and

standing seam metal roofs. Porch roofs vary

from flat to shed to shallow hipped roofs.

- Highlight decorative features with periodappropriate paint palettes (see General Guide for examples and suggestions).
- Maintain historic metal roofs.
   If replacement is required, do so in kind.
- Fences can be painted wooden pickets

or cast/wrought iron.



sasic nouse forms symmetrical I-houses or L-shaped)

Lace-like corner brackets and jigsaw-cut trim; ornamental detail is confined to the porch and main cornice

# Porches, either full or partial width with roof supported by tapered square columns Low-pitched gable roof (occasionally hipped) with wide, unenclosed eave overhang

extend to ground level – no break at porch floor level ecorative talse eams or braces nder gables

#### **CRAFTSMAN**

- In Phoebus, Craftsman homes are primarily bungalows; however, there are some foursquare examples throughout the district.
- Curb appeal recommendations for Craftsman homes include:

Simple wind surrounds, sometimes a pediment

- Remove modern coverings from
   eaves to expose character-defining details, such as shallow profile
   brackets or exposed rafter tails. Use period-appropriate paint palettes to highlight details (see General Guide for examples and suggestions).
- Exterior brick elements should remain unpainted in Craftsman examples.
- Retain original windows as feasible.
   If replacement is required, match existing window dimensions exactly.
- Fences should be made of painted or stained wood. Cast iron is not an appropriate fencing material for Craftsman examples. In some cases, small brick or stone walls can be used to separate the front yard from the public sidewalk.

Curb Appeal Guide: PHOEBUS, VA | 2

## **TRAINING**



#### Standards & Guidelines

### Origins and Organization: Federal Level



In 1966 the passage of the National Historic Preservation Act (NHPA) established a national preservation program and procedural protections for historic resources. Under the act, the Secretary of the Department of the Interior was given the responsibility to support and uphold this law by maintaining the National Register of Historic Places and overseeing the establishment and operations of state and local governments. The National Park Service (NPS) assists the Secretary of the Interior (SOI) in these roles by providing technical assistance, training opportunities, and administering grants.

- SUSTAINABILITY
- APPROPRIATE USE OF MODERN BUILDING MATERIALS
- CONTRIBUTING VS. NON-CONTRIBUTING STRUCTURES
- USE OF HISTORIC TAX CREDITS
- DESIGN ASSISTANCE

# PROJECT SCHEDULE

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# THANK YOU!

# TOLERANCE FOR MATERIAL CHANGES

Before

After - Option 1

After - Option 2







# TOLERANCE FOR MATERIAL CHANGES

## Before



## After



## TOLERANCE FOR MATERIAL CHANGES

Before

After - Option 1

After - Option 2







## NEW CONSTRUCTION DESIGN

# What do you want Herndon to look like in the future?

(This is your choice and there is a spectrum of possibilities)



Colonial Williamsburg designed to fit into the historic period



Freemason Street | Norfolk, VA transitional



Slover Library | Norfolk, VA contemporary