old conway
DESIGN OVERLAY DISTRICT

PATTERN BOOK

Revised December 2015

We shape our buildings;
Thereafter, our buildings shape us.

Winston Churchill

Table of Contents

Introduction **2**

Old Conway Design Overlay District Map 1
Purpose 2
Overview 3

The Neighborhood **5**

Settlement Character 5
Transect Zone System 5
Neighborhood Patterns 6
Neighborhood Character - Zones 7

Part One - Suburban Zone Design Guidelines **10**

The Site 11
Architectural Massing 21
Structural Design Elements 24
Materials and Detailing 32
Home Additions 34

Part Two - Urban Transition Zone Design Guidelines **38**

Transitional Character 39
Site and Density 40
Frontage 45
Architecture 47
Images 50

Part Three - Urban Zone Design Guidelines **54**

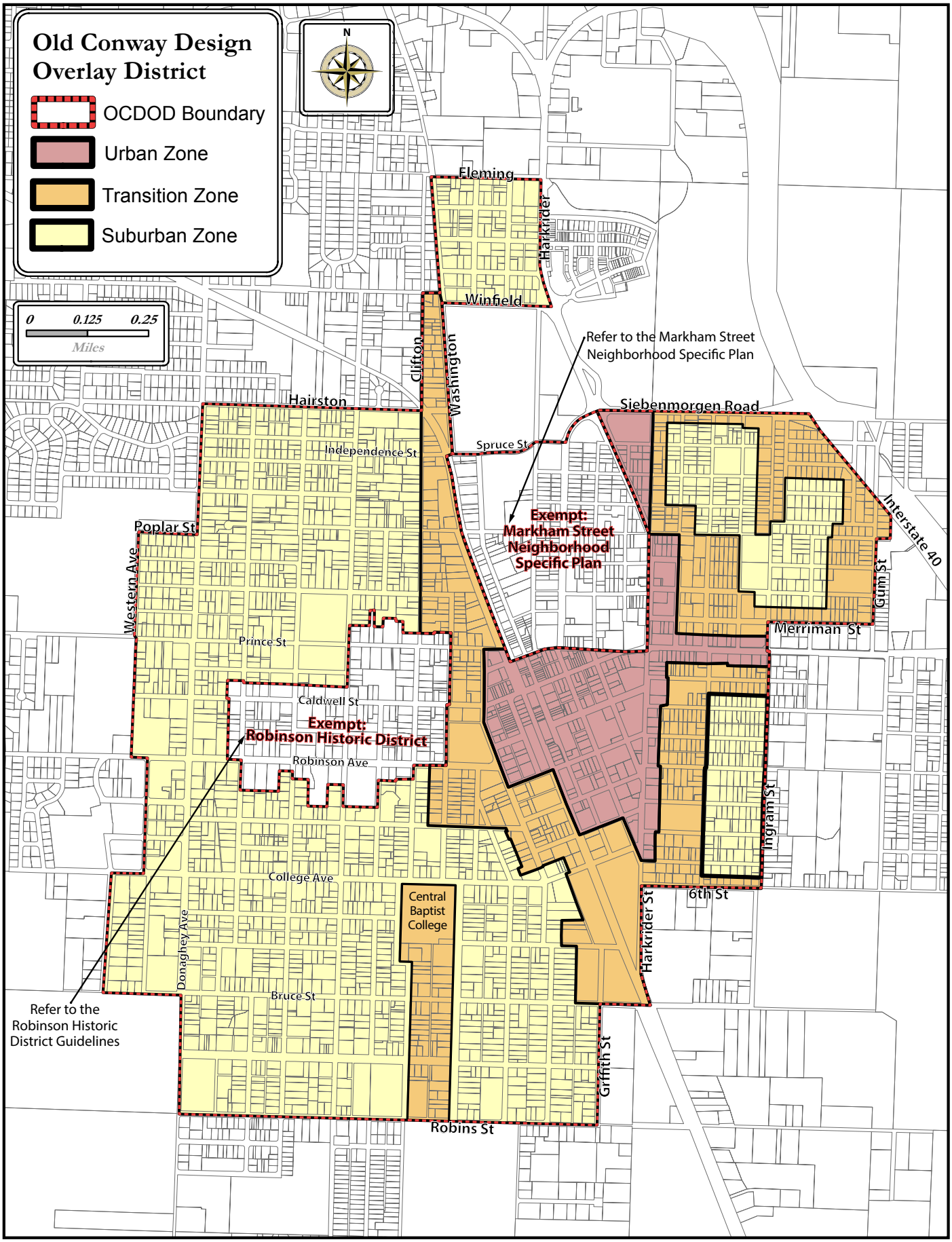
Density 55
Site and Service 58
Architecture 63
The Streetscape 71

Part Four - Civic and Institutional Guidelines **76**

Monumental Character 77
Site Planning 79
Architecture 80
Lighting 81

Appendix **82**

Signage 83
Resources 85
Approved Tree List 86
Glossary 87
Old Conway Design Overlay Ordinance 89



OLD CONWAY DESIGN OVERLAY DISTRICT

Purpose

This pattern book serves as a guide to aid Old Conway home owners, business owners, builders, and anyone interested in the historic preservation of Old Conway. This pattern book illustrates the regulations of the Old Conway Design Overlay Ordinance O-06-139 adopted October, 2006 with expanded text and graphics. The hope is that this pattern book will make these regulations more easy to understand and follow.

The Old Conway Design Overlay District has a rich architectural heritage that has created a collection of neighborhoods with unique and diverse historical character. A common architectural language reflecting the times at which the buildings were constructed is shared throughout these neighborhoods. Traditional neighborhood patterns also exist within these areas. These patterns are evidenced in a grid street system, platted alleyways, sidewalks, mature trees, shallow setbacks, narrower street rights of way, and unique building types. The most important aspect of each of the building types illustrated within this pattern book is the way in which they contribute to the public realm: individual houses line the streets of neighborhoods and offer a front porch and front lawn as a gift to the street, while larger scale structures in the downtown area provide open facades, arcades, and loggias along broad sidewalks which add scale and character to streets and public spaces.

To a large extent, a place retains its identity because it has a degree of visual continuity over the years. It is the built environment of a community which is responsible for providing much of that visual continuity; this is the basis for the Old Conway Design Overlay District.

Please be advised that some photos, diagrams and other graphics depicted within this document are not always representative of actual features found within the City of Conway, but were instead chosen as examples or options for implementation of a recommended policy due to their congruence with or display of desired characteristics.

No new construction, exterior renovation, or exterior remodeling requiring a building permit of any primary structure within the Old Conway Design Overlay District shall be conducted in any way which affects exterior architectural features unless the Historic District Commission has first issued a Certificate of Appropriateness with respect to such construction or exterior renovation.

All development which falls within the scope of the Old Conway Design Overlay District shall be subject to review and approval by the Historic District Commission prior to receiving a Certificate of Appropriateness.

Overview

The OCDOD Pattern Book is organized into four Parts. Each Part is designed to provide key information to help inform design and site planning decisions about a planned renovation or new construction. Furthermore, the appendices offer a listing of material manufacturers, resources and references, a glossary of terms, and a copy of the ordinance from which this Pattern Book was derived.

THIS PATTERN BOOK SHOULD NOT BE SOLELY RELIED UPON FOR THE EXACT RULES AND REGULATIONS. PLEASE REFER TO ORDINANCE O-06-139, amended as O-09-86, O-11-27 and O-15-28, FOUND IN THE APPENDIX.

PART ONE

Suburban Zone Design Guidelines

Old Conway's suburban structures, with their graceful porches, architectural details, narrow windows, and arched doors, harken back to a time when builders and owners took great pride in the construction and details of their homes. With modern construction there is the danger of these "Old Conway qualities" being lost. The use of mass production, standardized plans, and modular units can produce generic buildings that do not fit into the historic nature desired for Old Conway.

Part One of the Old Conway Design Overlay District Pattern Book provides patterns for traditional residential designs and should be utilized as a design guide for owners, builders, architects, and the City during all new construction and exterior remodeling within the Suburban Zone of the District. Part One offers guidance throughout the process of designing and building primarily residentially-themed structures consistent with the traditions of Old Conway.

PART TWO

Transition Zone Design Guidelines

Building a smarter, safer, and stronger city involves finding ways to encourage compact, mixed-use development which is respectful of and consistent with the scale of the existing settlement patterns. Where two patterns merge, such as with the Urban and Suburban Zones, there becomes a need to gently "blend" the two opposing streetscapes in a manner which is neither obstrusive nor visually detrimental to either.

The Transition Zone, by nature, is denser than that of the Suburban Zone but less so than the Urban Zone. Mixed-uses within a neighborhood is encouraged, however, most individual structures are single-use. Its character is wide ranging: single- and multi-family; single- and multi-story; variable setbacks and landscaping; streets may be narrow and quiet or broad and busy. In a word, the Transition Zone is "dynamic".

THE TRANSITION ZONE SHOULD BE RECOGNIZED AS A GENERALLY FLEXIBLE AREA WHICH, IN MANY CASES, AIMS TO INCORPORATE BOTH URBAN AND SUBURBAN DESIGN ELEMENTS. THE Historic District Commission SHALL BE RESPONSIBLE FOR ASSESSING ANY CRITERIA AND VARIABILITY WITHIN EACH PROJECT BASED UPON SPECIFIC NEEDS, LOCATION, AND USE.

Overview

PART THREE
Urban Zone Design Guidelines

Conservation and proper management of traditional urban design elements has played a major role in the economic revitalization of many of America's older downtowns, including that of Conway. Appropriately constructed and/or rehabilitated structures located within the Urban Zone of the Old Conway Design Overlay District create a natural setting for commercial activities while contributing to the mixed-use, walkable character the area is so well known for. Residents, business owners, and visitors to this area expect an attractive and well-maintained [primarily] commercial district, and this attention to aesthetic detail can itself become an incentive to further economic development within the entire District, as each building improvement helps generate the next project.

These guidelines reflect the pragmatic understanding that while Conway's traditional urban core will continue to evolve and adapt with each new generation, it is critical that any physical changes to the built environment are managed in a way which recognizes the importance of its urban identity. Over time the framework of design awareness and economic development can work together to keep the "downtown" viable so it continues to play its important role as the heart of the community. In particular, the implementation of these guidelines will ensure that rehabilitations, redevelopment, and new construction will provide an architectural focal point for the city and benefit area property owners, businesses, residents, visitors, and all other stakeholders.

PART FOUR
Civic and Institutional Guidelines

The guidelines for certain types of institutional buildings such as schools, libraries, and churches may vary from commercial building guidelines. These buildings, due to their function and community symbolism, are usually of a distinctive design. Their scale is often more monumental, and massing and orientation relate to the particular use within the building. For these reasons, the design of any new such civic or institutional structures in the District shall follow the general guidelines listed within Part Four.

Although common themes make these types of structures easily identifiable as a civic or institutional use, their design still deserves flexibility and any opportunity for creative expression befitting of the District. Readers may note that specific design criteria is not covered within Part Four. Rather, relevant specifics may be found within Parts One, Two, and Three, or by taking cues from other historic civic and institutional structures in the District, or by studying the vernacular architecture indigenous to our region; ideally, designers will utilize all sources.

THE NEIGHBORHOOD

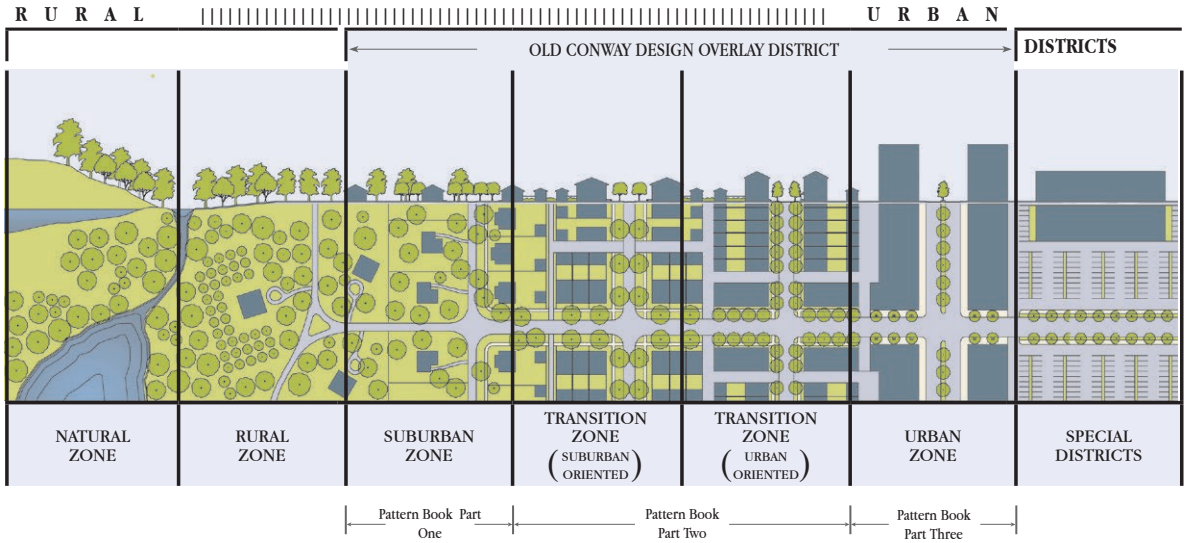
Settlement Character

Traditional neighborhoods have very different characteristics and traits from those which developed in the latter-half of the 20th century. It is these qualities which are responsible for the distinct sense of place found within them.

Cities can be defined through the use of the "transect" system. The transect is a geographical cross section through a region that graphically reveals the sequence of environments. Cities have been established in a natural order that ranges from rural to urban. The transect can be used to describe the components of the built world: building, lot, land use, street, and all other physical elements that make up the human habitat.

The Old Conway Design Overlay District, in general, spans four transect zones. These zones include the Suburban Zone, primarily consisting of single family homes; the Transition Zone, which includes all forms of residential use, plus the more modest forms of office and commercial uses; and finally the Urban Zone, or our traditional Central Business District, which is dominated by high densities, mixed-use structures, and bustling commercial activity. When combined, this Transect Zone System describes the physical character and hierarchy of both ***scale*** and ***location*** within the District, thereby deepening the emphasis placed on form and design in all instances, and also defining appropriate land-uses within specific areas.

The Transect Zone System



Neighborhood Patterns

Streets & Blocks
The physical structure of a neighborhood is defined by its network of public streets, (occasionally with alleys), development blocks, and park and other common spaces.

Building Setbacks
Each development block (yellow) is parceled into individual lots, typically with a front yard zone (light green), which is the "public face" of the structure. These lots can vary in size and orientation to accommodate the wide rage of available building types. The "building setback" is the distance from the front property line to the face of the structure. Each block usually has a common setback for its structures, which may vary block-to-block depending on the transect zone.

Buildings on Lots
Structures are built along a relatively consistent front yard setback line. Setbacks vary slightly to provide visual relief and to allow for porches, existing trees and other landscape elements to remain. In the Suburban Zone, first floors and porches tend to sit two to three feet above finished grade. Ancillary structures, such as garages and sheds, are attached to the house or are located at the rear of the lot. Urban Zone structures are usually at or near street grade.

Public Street Landscape
Public street landscape, such as grass verges (between the street and sidewalk) and street trees, provide both a visual edge as well as a buffer between the street and the front lawn. In the suburban neighborhoods, the trees have grown quite large and beautiful creating a canopy of green as one walks down the street. Urban landscaping usually consists of smaller trees and planter boxes located along the broad sidewalks.

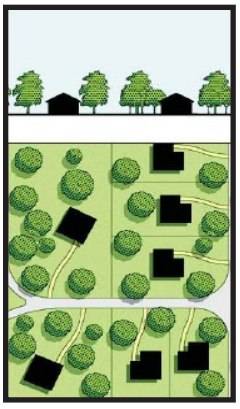
Private Front Yard Landscape
The individual personality of the property owner is displayed through the varying treatments that front and back yards receive. Landscaping patterns can range from the formal to the informal, and brick edging, brick walks and well trimmed hedges are as common as naturalistic gardens of low groundcover, medium height shrubs and indigenous ornamental trees.

Neighborhood Character
Each neighborhood derives its unique character from the composition and juxtaposition of these individual elements – streets, blocks, building types, parks, and public and private landscape elements – which together form the residential fabric of Old Conway.

Neighborhood Character

As each house and shop is rebuilt or renovated, owners and builders have an opportunity to create the sense of continuity and unique quality of Old Conway places. It is all too easy to build generic buildings that could be anywhere. The same is true for windows, porches, doors and materials. This Pattern Book is intended to provide a resource for building in traditional ways. It offers patterns that builders once knew very well. These vocabularies are still alive. It is still possible to buy windows, doors, trim boards and porch columns much like the ones used in traditional houses, new and improved without losing their character and quality. Each house, shop, and building must be thought about as part of the larger neighborhood. Porches pulled up close to the street, front gardens that are kept for the benefit of neighbors walking down the street - all of these rituals and acts of building community, reinforce our ties to the region, history, and a sense of the future.

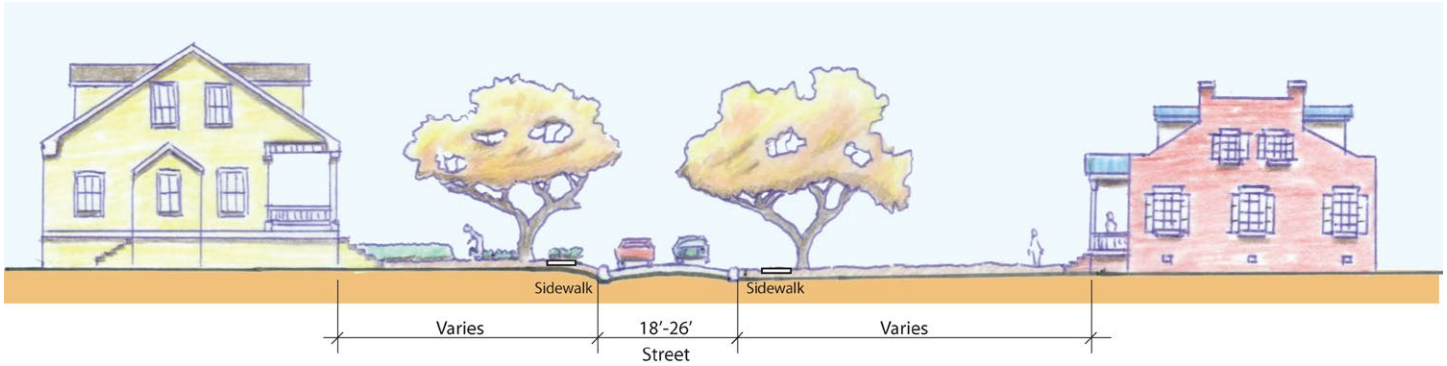
The most important aspect of each of the building types illustrated is the way in which they contribute to the public realm. Individual houses line the streets of neighborhoods and offer a front porch and front lawn as a gift to the street. The large scale buildings provide open facades, arcades, and loggias to add scale and character to streets and public spaces. Even in the Urban Zone, the articulation of the bases of large buildings must provide this scale and character to create humane and inviting urban environments.



THE SUBURBAN ZONE

- Low density, residentially-oriented areas
- Naturalistic planting
- Deep setbacks possible
- Large blocks
- Irregular roads may accommodate natural conditions

A small-scale neighborhood space in the Suburban Zone includes houses on large lots, set back from a small-scale street. A wide planting verge separates the street from the sidewalk. The individual lots are served from the street with driveways, but the parking and garages are set back behind the front facade line of the houses.

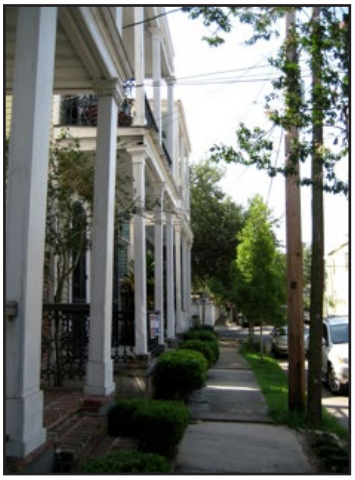


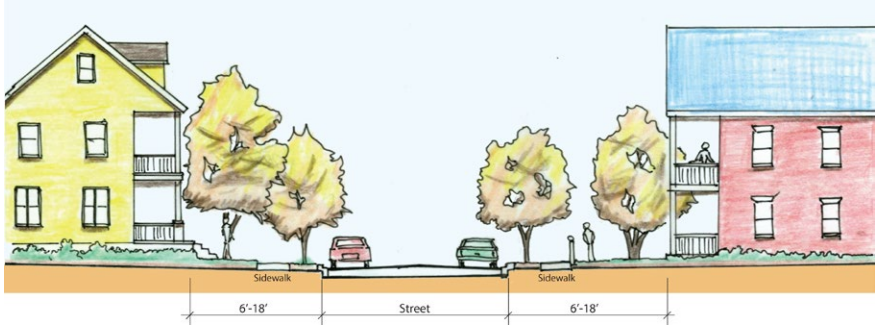
Neighborhood Character

THE URBAN TRANSITION ZONE

- Mixed-use appropriate
- Wide range of building types
- Varying setbacks
- Medium-sized blocks

Neighborhoods of the Urban Transition Zone have a diverse range of building types, often resting on small lots with small-scale lawns. Structures are close to the street and have entryways with direct access to the sidewalk. The individual lots are best served by an alley system, although there may be driveways from the street.

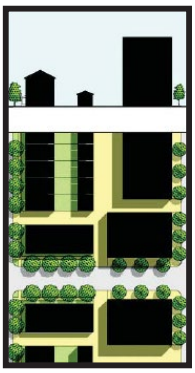




THE URBAN ZONE

- High-density, mixed-use strongly desired
- Varying building types including retail, offices, live/work, rowhouses, and apartments
- Tight network of streets with wide sidewalks
- Consistent street tree planting
- Buildings set immediately adjacent to the sidewalk

A mixed-use street in Urban Zone features many mixed-use, "storefront" structures along a primarily commercial street. Sidewalks are broad, used for café tables, display of goods, galleries, or landscaping. On-street parking buffers pedestrians and provides short-term parking for shops. Additional urban growth will require larger mixed-use, mid-rise buildings with businesses on the ground floor and residential spaces above. As this urban density increases, parking should be located mid-block, typically in garages or landscaped parking lots.



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PART ONE

Suburban Zone Design Guidelines

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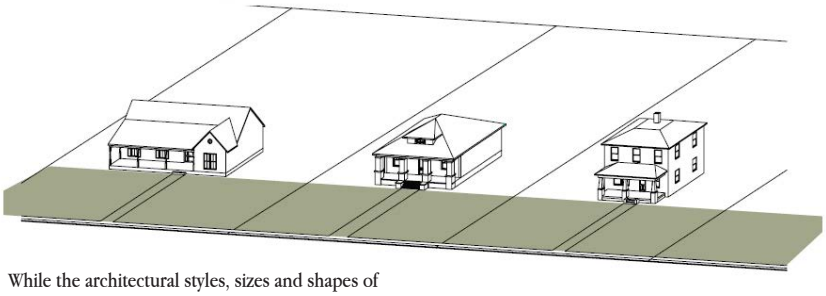
THE SITE

The character of the Suburban Zone is made up by not only its structures, but also of the site that surrounds the them. While many of the following site elements may not come under specific design review, much of the distinctive qualities of the Zone come from the landscaped borders, foundation plantings, tall shade trees, spacious lawns and colorful flower beds. Outbuildings, walks, lighting, driveways, and parking areas also all play an important role in defining the setting for individual properties. Site design guidelines addressed in this section apply to both new construction and home additions. Some of these guidelines may also apply to non-Suburban Zone areas (see Parts Two and Three). However, those Zones often result in a lack of significant site elements since the structure often covers so much of the lot.

Setbacks

Setback is the distance between a structure's exterior-most walls and any front, side or rear property lines, or any right-of-way boundaries. Setbacks in Old Conway vary greatly according to the subareas and streets. In most instances, the length of the setback relates to the size of the lot and/or house, and will generally increase as they do. On some of the residential streets, such as Robinson, Caldwell and College Streets, the lots are quite large and the dwellings have deep setbacks. In other cases, the setbacks range from several feet to none at all.



While the architectural styles, sizes and shapes of these houses vary, they all have the same setback.

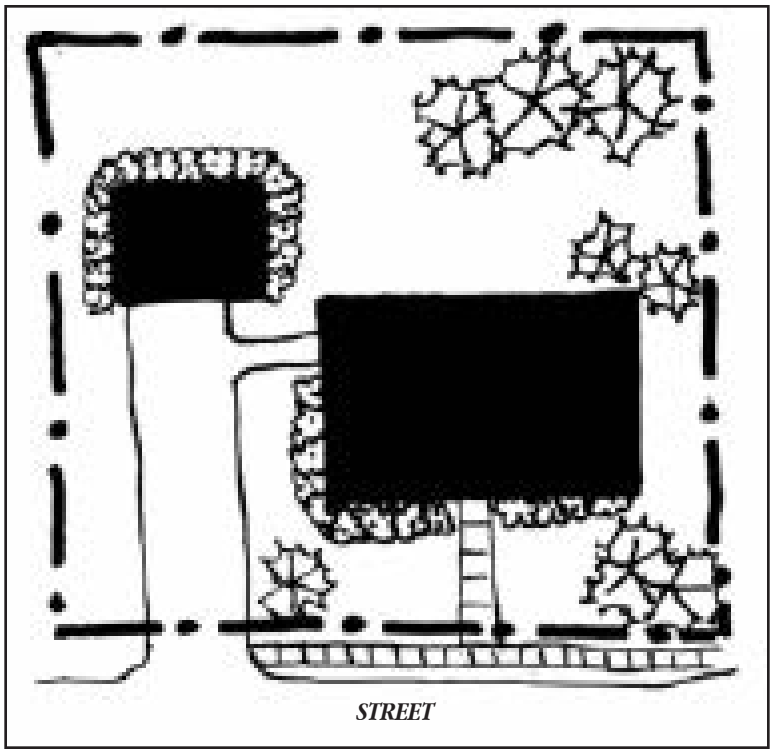
Locate new construction between 85 and 115 percent of the average front setback distance from the street established by the existing adjacent historic structures. If all of the homes in the block have similar setbacks, respect that line.

Spacing

Spacing refers to the side yard distances between buildings. As with setback, spacing in the Suburban Zone depends on the location. There are three general sizes of spacing as already noted: large dwellings on large lots with ample spacing between structures; medium- and smaller-scaled structures which are relatively close together; and, on occasion, commercial buildings where there is minimal to no spacing between structures.

Spacing for new construction should be within 15 percent of the average distance between existing structures on the block to respect the rhythm of the streetscape. If all of the existing buildings have the same spacing, use that spacing for siting the new structure.

Lot Coverage



Lot coverage is simply the ratio of the occupied area (buildings, driveways, walks, garages, etc.) to the total area of a lot.

The maximum allowable lot coverage for new properties within the Suburban Zone shall be sixty percent.

Site Design

Orientation refers to the direction in which the front of a building faces. A building's orientation often relates to the era and style in which it was built. New construction should orient its facade in the same direction as adjacent historic buildings or, on corner lots, have a dual orientation. Front elevations oriented to side streets or to the interior of lots should be avoided.

Orientation for new homes should be the same as neighboring ones. Typically, the homes in the Suburban Zone are not oriented to the side of a lot, as shown.

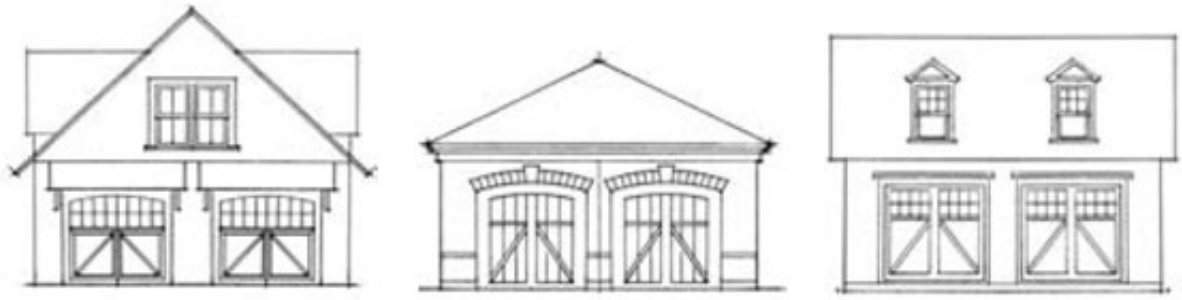
Garages & Ancillary Structures

Ancillary structures may include garages, carriage houses (a garage with a livable second floor), garden sheds and pavilions. These structures should always be smaller than the main house and, whenever possible, should have similar detailing as the main house. In general, ancillary structures are detached from the main body of the house although they may be connected with a variety of elements like breezeways, fences or pergolas.

Garages shall be located at the rear of the primary structure. If lot width or depth prohibits a rear location, the garage may be placed at the side of the structure. This garage facade should not extend in front of the transverse centerline of the house. In case of a side location, the garage facade shall not dominate the facade of the structure.

A carriage house (garage apartment) with one dwelling unit is allowed in the Old Conway Design Overlay District, however, the homeowner must live in the primary structure and share the primary structure's electric meter. The primary structure and ancillary structure may not be rented at the same time.

The construction of garages and carriage houses can add great value to an existing home. It is best to locate garages at the back of your lot if possible, though it is also possible to build tasteful, attached garages. The principal issues with garages are the size, location and detailing for the doors. A common problem with current construction is that the garage additions often overwhelm the scale and character of the house. General principles for siting and designing garages are listed on the next page.



Possible designs for garages and carriage houses.

Garages & Ancillary Structures

THE CORNER LOT

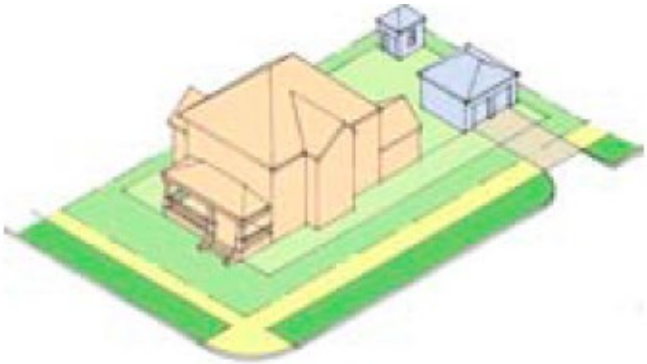
For houses on corner lots, the garage should be located in the rear yard close to the property line, turned to face the side street, and be set back to match the house's setback, if possible. It is preferable to locate the garage so that the parking area in front of the garage is at least 15 feet back (18 feet preferred) from the side street property line. This prevents parked cars from encroaching into the public sidewalk which creates a safety hazard. Corner lots are also good places for two- or three-car carriage houses which incorporate a small apartment, studio or workshop above. Single-width garage doors up to 8 feet wide are recommended. Paneled door styles appropriate to the style of the house should be used. Doors with divided lights are recommended. Often it is better to paint the doors a deeper, more contrasting color to help offset the large size, depending on the color palette of the house.

THE IN-LINE LOT

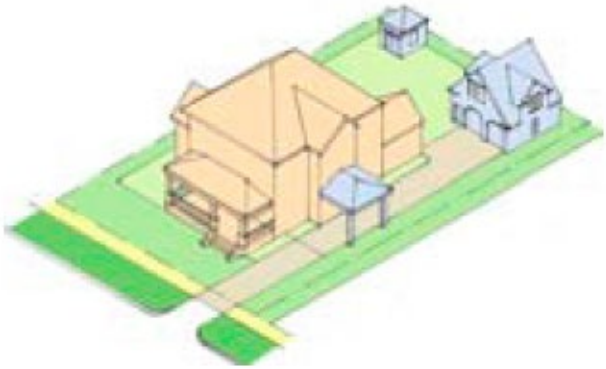
In many cases, there may be enough room to build a one-, two-, or even a three-car garage in the rear yard of a relatively narrow lot. Access to the garage is typically from a narrow driveway, usually 8 to 9 feet wide, that slips along one side of the house. A carriage porch was often used to provide a drop-off at the house and is a good way to screen the back yard and garage area from the front. It is recommended that the garage be placed in the rear of the lot to provide turnaround space between the house and the garage.

ATTACHED GARAGE

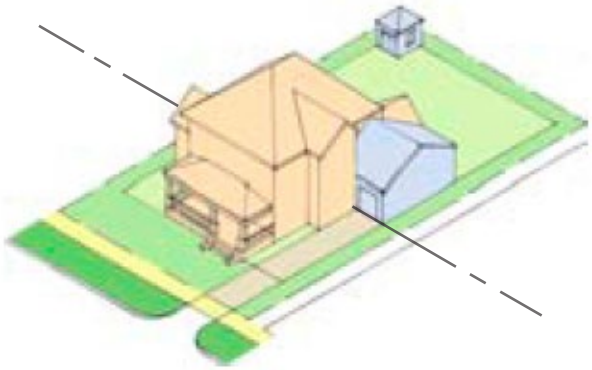
If an attached garage is preferred over a detached one and the lot is wide enough, a one-car garage is recommended. An attached two-car garage addition can create a massing problem in which the garage appears wider than the house. Two- or three-car garages should be detached and located in the rear of the lot. Attached one-car garages should be treated as any wing addition in terms of its setback from the front of the house (a distance equal to the width of the garage) and its architectural character, which should match that of the house. Attached garages are typically built a step or two down from the main living level to prevent gases from seeping into the main living areas.



Ancillary structures (a pavilion and a detached garage) shown on a corner lot.

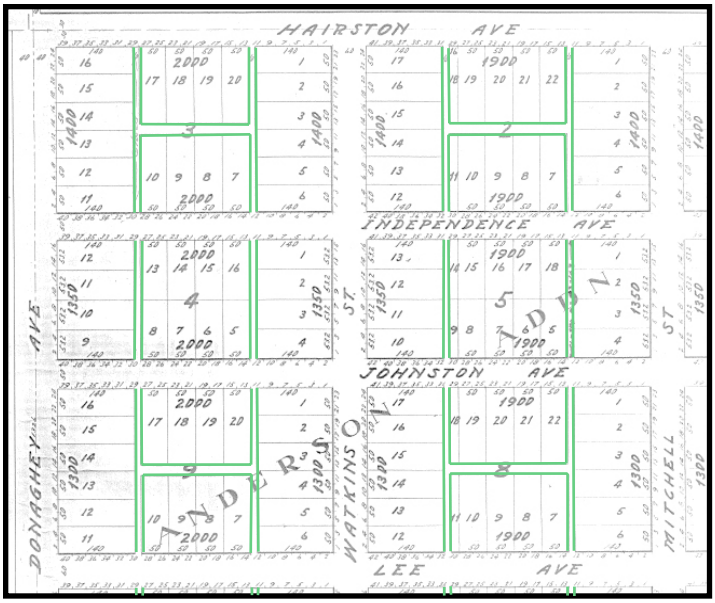


A porte cochère (carriage porch) and a carriage house is shown on a mid-block lot.



Ancillary structures (a pavilion and an attached garage, rear of centerline) shown on a corner lot.

Alleys



Originally platted alley rights-of-way through the Anderson Addition highlighted in green.

Within Old Conway, a large number of alley rights-of-way were originally platted. Although very few of these alleys were ever constructed, many of the rights of way are still open.

The use of these alleyways is highly encouraged and their closure is strongly discouraged.

Alleys can provide an additional access point for residences, becoming especially beneficial to those homes with rear garages.

Similar to on-street parking, alleys allow for additional parking capacity at the rear of residential lots.

Alleys offer an alternative route for both utility easements and infrastructure as well as sanitation pick-up. Consequently, this can improve the curb appeal of properties by allowing utility equipment, overhead wires, and trash containers to be located at the rear of structures.

Parking Areas

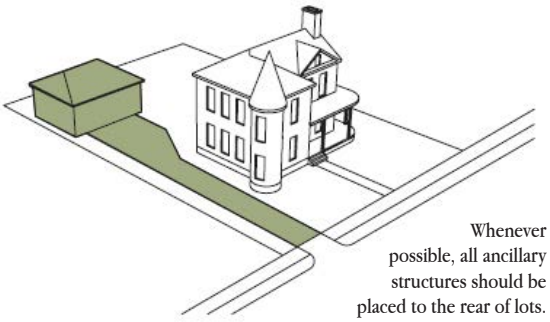
Parking is not permitted in the front yard of residential properties. Parking is allowed only along street and alley frontage, and in rear yards, driveways, carports and garages. No more than fifty percent (50%) of the front yard may be paved.

Parking areas should be concrete, durable pavers, or a permeable surface such as grass pavers.

The use of permeable materials is strongly encouraged. Asphalt is not appropriate for single family or duplex residences. Asphalt is appropriate only for multi-family, office, or commercial projects which exist within the Suburban Zone.

All multi-family, office, and commercial parking areas must be curbed, guttered, and landscaped as detailed by other City of Conway ordinance(s).

Do not demolish historic structures to provide areas for parking.



Whenever possible, all ancillary structures should be placed to the rear of lots.

Driveways

The majority of traditional homes in the Suburban Zone have driveways beside the house, with a garage or carport to the rear of the site. Parking along the sides of the street is also common in the District. This is due in large part to narrower lots which require smaller driveways, as well as an abundance of central walks which lead from the street or sidewalk up to the house.

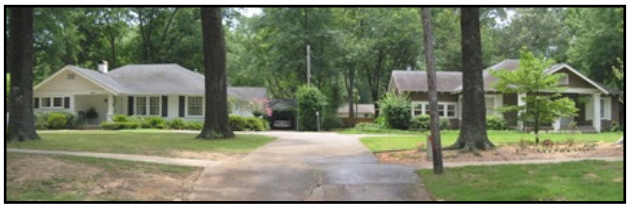
In the residential areas with larger lots, the use of alternative paving materials for both driveways and private walks can help reinforce the character of the district. Strategically placed landscaped screening can also help reduce the strong visual impact that off-street parking areas can create.

New parking should be located to the sides and rears of existing buildings and should be screened with landscaping if the area is prominently visible from a public right-of-way.

Driveway-sharing is highly encouraged. Where possible, adjacent property owners should utilize the same driveway for access to their respective properties.

Large paved areas for parking should not be placed in the front yard of any sized properties except extremely large lots with deep setbacks. Historic driveways such as concrete strips with a grass median are encouraged. Semicircular driveways with two entry points on the front of the lot are not appropriate for most small to medium-sized single-family residences in the Suburban Zone.

Driveway Sharing



Sidewalks & Walkways

A sidewalk will be constructed or repaired as part of new construction in the Old Conway Design Overlay District.

Sidewalk Exception: Sidewalks are not required with the construction of a residential addition or outbuilding with a footprint area less than 30% of the primary structure's footprint.

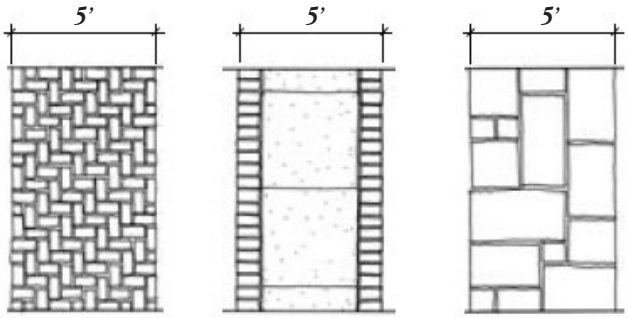
Sidewalks are historically correct and add an essential pedestrian element to the area. Sidewalks shall be constructed/repaired for all street frontages and shall be five feet wide unless the width differs historically. Sidewalks shall pass through driveways if APA requirements cannot be met.

If sidewalks are not prevalent in the area or not technically feasible due to utilities, easements, rights of way, etc., an in-lieu fee of $3.00 per square foot may be paid into the general sidewalk fund to be used within the boundaries of the Old Conway area. The Conway Historic District Commission will determine if a request for a sidewalk exception is reasonable. The maximum residential in-lieu fee shall be $1,875.00.

Retain any existing historic paving materials used in walks and driveways, such as brick, stone and examples of the early use of patterned concrete.

Replace damaged areas with materials that match the original paving.

Ensure that new paving materials are compatible with the character of the area. Brick pavers in traditional patterns and scored concrete are examples of appropriate applications. Color and texture of both surfaces should be carefully reviewed prior to installation. Avoid large expanses of bright white or gray concrete surfaces and asphalt in visible areas.



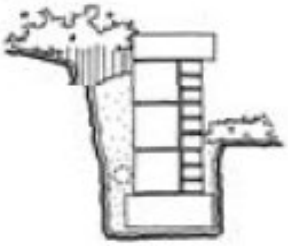
Use identical or similar materials or combination of materials in both walks and driveways.

Front steps are common in Old Conway.

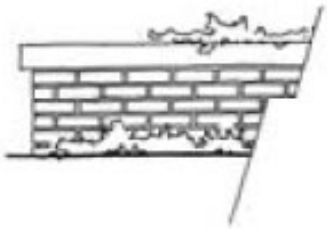
Low Walls

One of the more visually evident landscaping elements is the low brick, stone, or finished concrete wall defining the front yard. Typically between 12 and 18 inches high, these walls enclose either a planting edge or simply the front lawn. Often these walls will turn to follow the private sidewalk as an edging and create the low piers that border the front steps to the porch. These piers are often capped with stone.

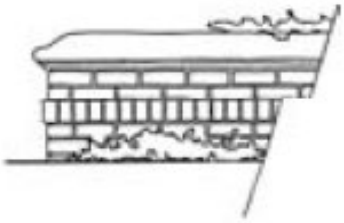
Low brick or stone walls defining front yards are evident in the Old Conway Design Overlay District. New construction of these walls, typically 12-18 inches in height is allowed. The capping of these walls with a shaped stone or brick cap is encouraged. Bare concrete retaining walls are prohibited.



Section



Running bond with square stone cap



Running bond with shaped brick cap and water course

Fences

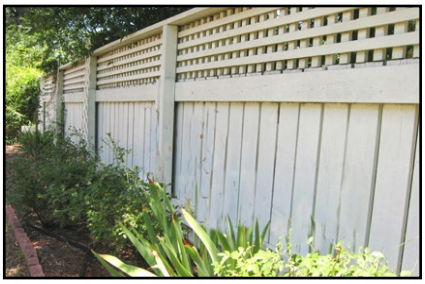
There is a great variety of fencing in Old Conway. Fences provide definition between public and private spaces and are an integral component of the Area's landscaping. Fences primarily serve two purposes in the Old Conway Design Overlay District: defining private vs. public space in front yards and privacy screening in rear or side yards.

In front yard, fences shall be no more than 3.5 feet tall with pickets no more than 4 inches wide and 3 inches apart. Privacy fences shall be no more than 6 feet tall and are only allowed in rear yards or side yards as deemed appropriate. The upper two feet of privacy fencing should have 50% opacity, provided by a lattice or grid pattern of wood or iron.

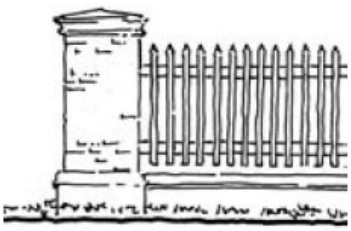
Wrought iron fences – with or without brick piers – are typically 3 feet in height and can range from simple, vertical balusters to very ornate geometries. These fences are typically found adjacent to larger structures rather than bungalows or cottages.

Fences may be constructed of wood, iron (or aluminum mimicking iron), brick, or stone. The use of brick or stone should be limited to corner post or limited detailing. Fences of wood-like composite materials may be used upon approval.

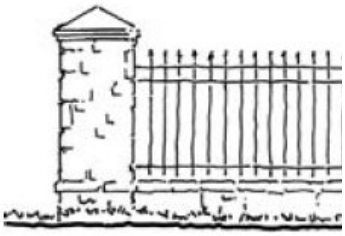
Chain link fence and bare concrete block fences are prohibited. Fences of railroad ties or landscape timbers are prohibited.

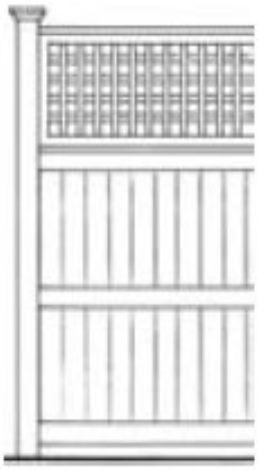


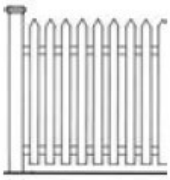
Fences



Wall and fence combinations







Flat picket fence

Square picket fence

Ornate iron fence

Simple iron fence

Six-foot-high privacy fence

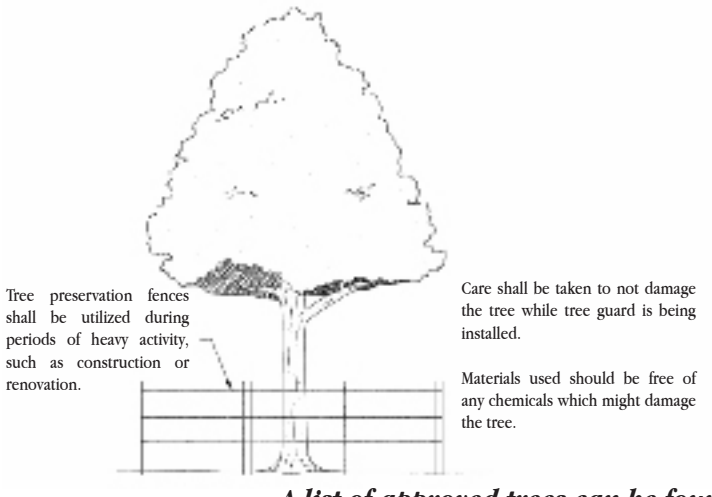
Landscaping

Landscaping is a critical part of the historic appearance of the Suburban Zone. All property owners should make the effort to identify and retain existing trees and plants that help define the character of the area. Installing new landscaping compatible with the existing neighborhood and indigenous to the area will further enhance the appeal of the area.

Like setback and spacing, the character of the landscaping treatments changes throughout Old Conway. Many properties have extensive, naturalistic plantings in the form of trees, foundation plantings, shrub borders and flower beds. On some corridors, such as Robinson Street, the dominant condition is open front lawns with large canopy trees, while other streets with shallower setbacks have smaller yards with limited plantings.

Tree Preservation

Protect significant existing trees (8" or greater in diameter) and plants during construction. Preserve all trees which exist within street rights-of-way in all parts of Old Conway. New trees reaching a mature height of 60 feet shall be planted at a distance of no more than 30 feet apart along the street right of way. However, they may not be planted within 15' of a street intersection or 5' of underground utilities. Understory trees shall be planted in case of overhead power lines. Limit the amount of landscaping in the front yard of small lots in order to retain the neighborhood scale of landscaping to the size of the house.



Removal of one or more significant trees in the Old Conway Design Overlay District requires approval by the Historic District Commission, which also requests the following:

1. Site plan and/or photographs showing location of significant tree(s);
2. Proof that the tree is dead or so badly diseased or damaged that it cannot be salvaged (such as a letter from a landscape firm);
3. Any other reasons for removal;
4. Species and size of the tree that will be planted to replace it, as well as the location where it will be planted.
5. If a tree is removed, the stump must be removed or ground to the surrounding surface soil level.

A list of approved trees can be found in the Appendix of this document.

Garden Features & Accessories

Suburban Zone houses and lots have a variety of elements that enhance the front, side and rear yards. Trellises, arbors, secluded sitting areas, and decorative fencing elements provide visual interest, additional planting areas, and private, outdoor space.

Front yard accessories that match the materials of the house, such as a number board, make attractive accents.

Lot Size & Rights-of-Way

Although some were narrow from the beginning, most lots in Old Conway were originally platted with a width of 50 to 100 feet. However, many years of replatting and subdividing has contributed to a high number of lots which do not exceed 25 feet. Currently, the Conway Zoning Ordinance only allows a minimum lot width of 50 feet wide, a regulation based on suburban standards developed during the mid-twentieth century. The Old Conway Design Overlay District shall allow for the construction of single family residences on platted and subdivided lots as small as 25 feet in width. These lots must have been platted or subdivided by deed no later than December 31, 1979.

Many of the platted streets in the Old Conway Design Overlay District were originally laid out with 40-60 foot rights of way. The Conway Subdivision and Zoning Ordinances require that all local streets have a minimum of 50 feet of street right of way. This regulation is based on larger lot suburban standards developed around the 1950's. The Old Conway Design Overlay District shall allow the construction of residences without the requirement of dedication of additional street right of way unless the street is classified as a collector or above on the Conway Master Street Plan. The smaller street rights of way of Old Conway are a desirable feature and should be preserved.

ARCHITECTURAL MASSING

Massing refers to the overall bulk and disposition of a building. In Old Conway, lot sizes and house sizes vary by street block, with bigger houses on bigger lots and most buildings placed in approximately the same proportion on the lots. This chapter will further define the nature of Architectural Massing with criteria such as scale, height and width, and complexity of form.

Scale

Height and width also create scale, which, in this case, is the relationship between the size of a building and the size of a person. Scale also can be defined as the relationship of the size of a building to neighboring buildings and of a building to its site. The design features of a building can reinforce a human scale or can create a monumental scale. In the Suburban Zone, there are a variety of examples of scale. For instance, a house with the same overall height and width may have monumental scale due to a two-story portico, while a more human scale may be created by a one-story porch.

Provide features on new construction that reinforce scale and character of the surrounding area, whether human or monumental, by including elements such as porches, porticos and decorative features.

Porches reduce the overall scale of a structure and relate it better to the size of a human being.

Complexity of Form

A building's form, or shape, can be simple (a box) or complex (a combination of many boxes or projections and indentations). The level of complexity usually relates directly to the style or type of building. In general, use forms for new construction that relate to the majority of surrounding structures. If a block has a mixture of complex and simple forms, either option is appropriate for new construction.

Simple

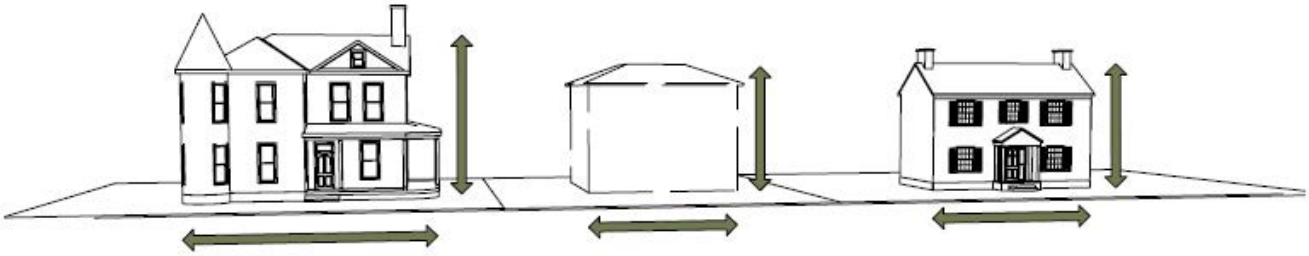
Complex

Height & Width

The eave or cornice lines of existing buildings on a particular street define a range of heights. New construction should remain within this range of heights in order to relate with the surrounding structures and to preserve and enhance the character of the area. Even though zoning regulations may permit greater heights, new buildings should be compatible in height to surrounding historic structures (typically not more than a 1 story differential). The first floor height of existing buildings is also an important factor in defining an appropriate scale for the new construction.

The height of additions and outbuildings shall also relate to the primary structure.

New construction width shall respect the average width of the majority of neighboring buildings in the area.



New construction should have a similar height and width of existing buildings within a block.

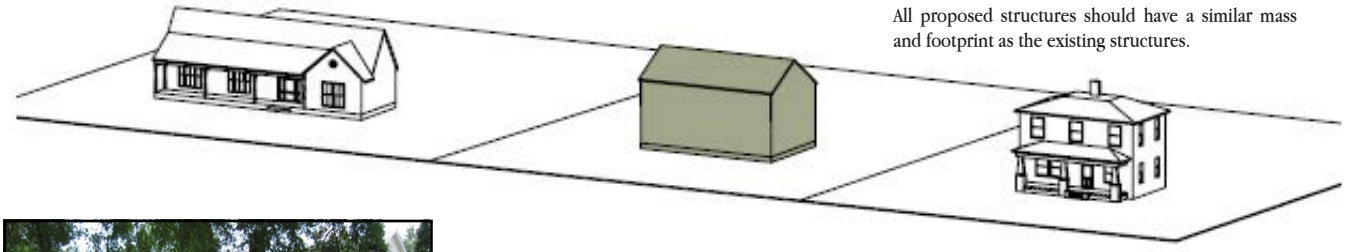
Directional Expression

This guideline addresses the relationship of height and width of the front elevation of a building mass. A building is horizontal, vertical, or square in its proportions. Twentieth-century designs often have horizontal expression. From the Victorian era after the Civil War through the turn-of-the-century, domestic architecture may have a more vertical expression.

In the Suburban Zone, the older structures are mostly oriented horizontally or have a square shape, such as the typical Craftsman bungalow. The mid to late twentieth-century brick homes take two forms of directional expression. The mid-century ranch homes are oriented more horizontally. And, finally, many of the larger late-twentieth-century homes are oriented vertically.

In new construction, respect the directional expression (or overall relationship of height to width) of surrounding traditional structures.

Footprint



A structure's footprint is the amount of lot area it covers. New construction in residential areas that is visible from the public right-of-way should relate in footprint and mass to the majority of surrounding historic dwellings.

Facade Area & Rhythm

New facades shall relate to and be compatible with surrounding historic buildings in proportion and relationship to its wall's area (solids) and its openings (voids). Voids, such as windows and doors, should correspond to the rhythm and proportion that exist on neighboring structures. Generally, these voids are proportioned vertically. The total area of windows on a residential facade shall be in a range of 25-40% of the total surface area. In buildings with commercial uses on the first floor, the area of ground floor openings shall be in the range of 65-75%, to correspond with traditional storefront organization.

STRUCTURAL DESIGN ELEMENTS

Architectural Styles

Buildings in the Old Conway Design Overlay District reflect a variety of traditional architectural styles and forms. New design should respect this context, while expressing the contemporary nature of the new structure and its use. A contemporary architecture that reflects the traditional elements of the area is encouraged.

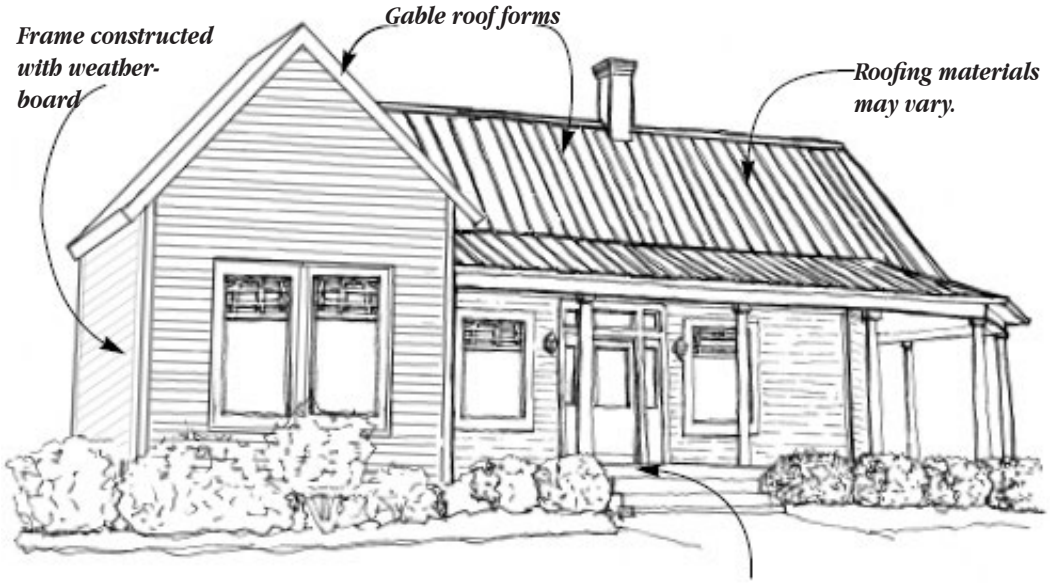
The following drawings and photographs illustrate the most common architectural styles in the Suburban Zone. Many of the structures indigenous to this area are actually simplified, or vernacular, versions of these more period-accurate, ornate styles. Some residences of the Zone exhibit elements from several architectural styles. The stylistic features identified in these drawings and photographs are examples of the kinds of distinctive elements that should be considered when designing a new residence or adding to an existing residence.

GABLE FRONT HOUSE (1870 - 1930)

These houses are often two stories, though they can be one or one- and one-half stories. They are generally frame construction and have weatherboards, although some may be brick veneer. Windows are double-hung and there may be a one-story half-hip porch that covers the facade or three-quarters of it. Occasionally, there are two-story porches. Later versions of this form may have Craftsman influences, simple sawn or milled wood details or Colonial Revival details.

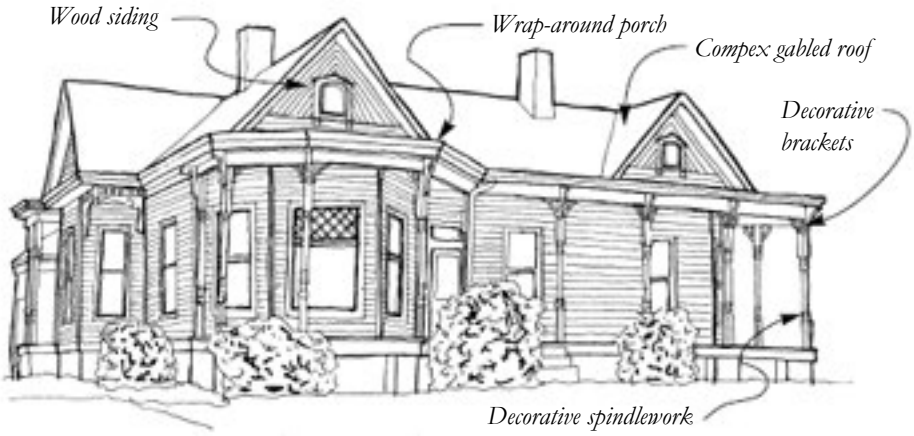
THE GABLED ELL HOUSE (1870 - 1910)

The Gabled Ell House, or Tri-Gabled House, consists of a gable front section with a side gable attached at right angles. This results in an L-plan or a T-plan, depending on where the two sections are attached. The house may have been originally constructed as a Gable Front House and added onto, forming a Gabled Ell House, or it may have been built at one time. A one- or two-story house is usually frame construction with weatherboarding but can have brick or stone veneer. Porches are located in the "L" formed where the two wings meet and may wrap around to the side elevation. Double hung windows are common. This form has Classical, Italianate, sawn or milled trim, or Queen Anne details. Sawn or milled wood details are seen on porches, windows or door surrounds. When the wing's roof is lower than that of the gabled section, the Gabled Ell House is sometimes called an Upright and Wing House.



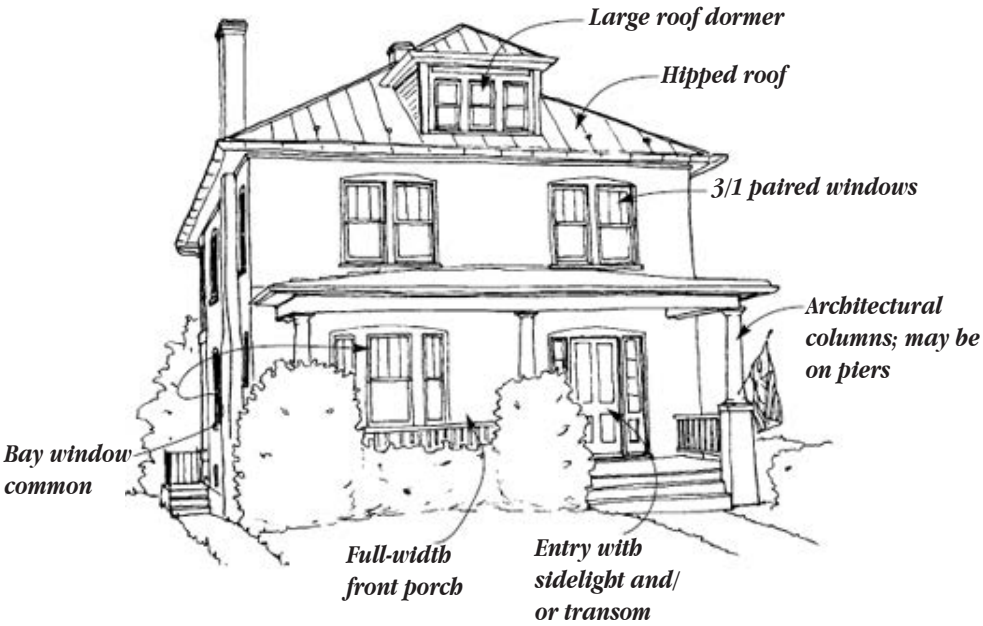
QUEEN ANNE AND QUEEN ANNE COTTAGE (1880 - 1910)

These dwellings, commonly known as "Victorian," are characterized by a complex roof, vertical proportions, asymmetrical facades, and a wraparound porch. More elaborate examples are richly decorated with brackets, balusters, window surrounds, and other sawn millwork and use a variety of surface materials like shingles, wood siding, and brick. Roof turrets, decorative tall brick chimneys, and a variety of gable roofs highlight the skylines of these large-scale residences. Smaller cottage examples, seen frequently in the Suburban Zone, are only one or one- and one-half stories in height. These cottages have a simpler form and vertical proportions. They are mostly identified by their complex roof forms and decorative detailing as shown below.



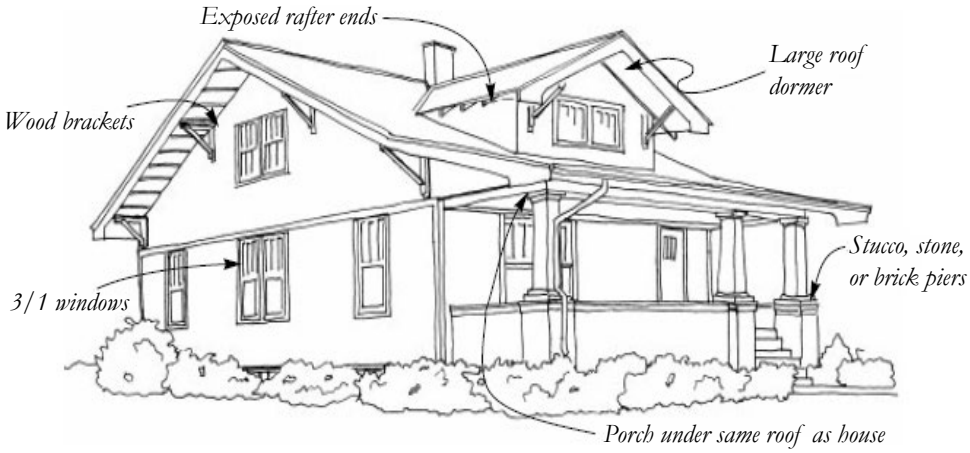
AMERICAN FOUR-SQUARE / PRAIRIE (1910 - 1930)

Another common form found in the Area in both large-scale and smaller, simpler versions is the American Four-Square. It has a trademark hipped roof with a deep overhang, a dominant central dormer, and a full-width front porch, often with classical details. Its name comes from its square shape and four-room plan. The exterior materials may be brick, wood or stucco. Some versions of this house were sold in prefabricated form from companies like Sears and Roebuck.



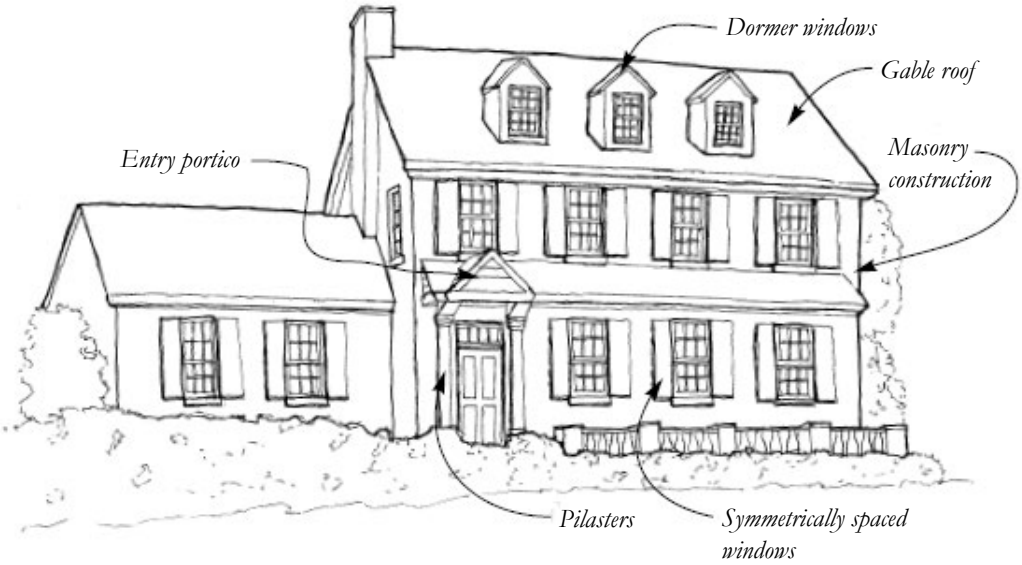
CRAFTSMAN (1910 - 1940)

Another house form that was often sold in prefabricated packages was the bungalow. It is usually one or one and one-half stories, often with a large central roof dormer. Front porches frequently are contained within the overall roof form. Materials vary for bungalows and include wood siding, wood shingles, brick, stone, stucco, and combinations of the above. The selection of materials and the decorative details often relate to the stylistic version of the bungalow design. Variations include the Arts & Crafts, Bungalow, or simple vernacular.



TUDOR REVIVAL / ENGLISH COTTAGE (1920 - 1940)

These dwellings are one or one- and one-half stories with complex gable roof lines, roofed in slate, terra-cotta or shingles. Multi-light windows used on this house can be casement, double hung or leaded glass. Chimneys are often massive and are sometimes crowned by decorative chimney pots. Tudor Revival houses tend to be frame with brick veneer or stucco and have false half-timbering as its dominant feature. English Cottage versions of this house usually have stone or brick veneer, with decorative stone quoins but no half-timbering.

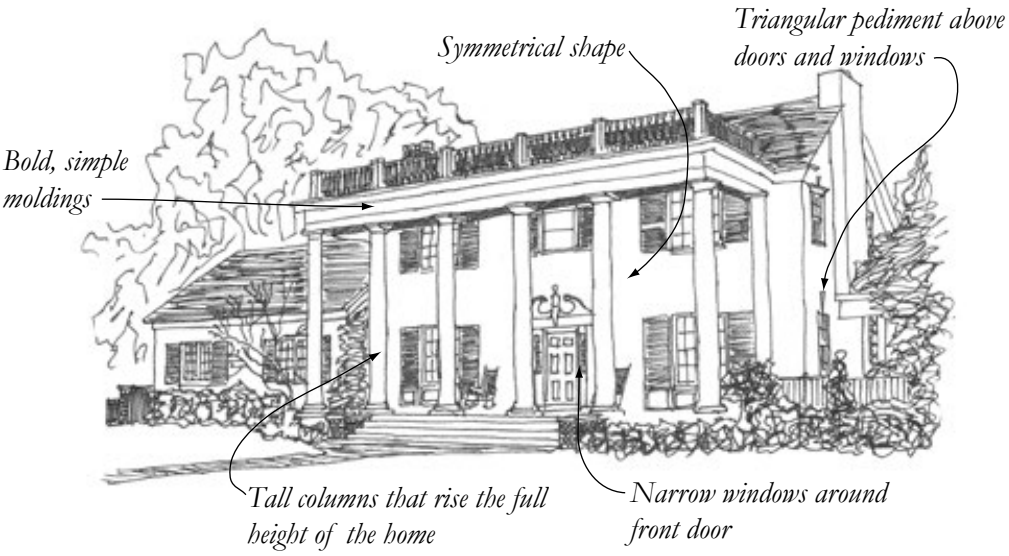


COLONIAL REVIVAL (1920 - 1960)

A very popular twentieth-century style found in the Suburban Zone is the Colonial Revival. Based loosely on Georgian and Federal precedents, this style is constructed usually of brick or wood with gable or hipped roofs. Windows have more horizontal proportions than the original styles. The typical Colonial Revival has a symmetrical facade, a classically inspired small portico, and a center-hall plan. Variations may include the American and Dutch Colonial styles, as well as the Adam house.

NEOCLASSICAL (1930 - 1970)

Neoclassical, or "new" classical, architecture describes buildings that are inspired by the classical architecture of ancient Greece and Rome. Greek Revival architecture began with public buildings in Philadelphia. Many European-trained architects designed in the popular Grecian style, and the fashion spread via carpenter's guides and pattern books. Colonnaded Greek Revival mansions - sometimes called Southern Colonial houses - sprang up throughout the American south. With its classic clapboard exterior and bold, simple lines, Greek Revival architecture became the most predominant housing style in the United States. The word Neoclassical is often used to describe an architectural style, but Neoclassicism is not actually any one distinct style; it may include Federalist, Greek Revival, Antebellum, and Beaux Arts.



Entries, Porches, & Porticos

Entrances and porches are often the primary focal points of historic structures. Porches and porticos are strongly encouraged within the Suburban Zone. Porches must have minimum depth of 6 feet, preferably 8 feet. Roofs on porches should match those on the main or existing structure where possible. Steps leading up to porches may be of wood, brick, stone, or concrete, as appropriate to the material and architecture of the main structure. Railings on porch stairs should have handrails and pickets to match the railing of the porch. Many entrances in the Old Conway Design Overlay District have special features such as transoms, sidelights, and decorative elements framing the entrances. Consideration should be given to incorporating such elements into new construction. Screened porches should be reserved for the rear of lots.

Whiles porch styles vary greatly throughout the Zone, an articulated entry helps give an element of human scale to each street.

Doors & Windows

Traditionally-designed houses found in the Suburban Zone have distinctive window types and patterns, and doorway designs which often relate to the architectural style of the historic dwelling.

The rhythm, patterns, and ratio of voids to solids of new buildings should relate to and be compatible with adjacent facades. The majority of existing buildings in the Zone have a higher proportion of voids to wall area. This factor suggests that new buildings should also share that general proportion of walls to openings.

Traditionally designed openings generally have a recessed jamb on masonry buildings and a surface mounted frame on frame buildings. New construction should follow these methods as opposed to designing openings that are flush with the wall. If small paned windows are used in a new construction project, they should have project the appearance of true divided lights and not have fake clip-in muntin bars.

The size and proportion, or the ratio of width to height of window and door openings of new buildings' primary facades should be similar and compatible with those on facades of surrounding historic homes.

Window types should be compatible with those traditionally found in Old Conway, which are typically some form of double-hung sash.

Many entrances of within the Suburban Zone have special features such as transoms, sidelights, and decorative elements framing the openings (e.g. functional shutters). Consideration should be given to incorporating such elements in new construction.

Awnings & Shutters

When new construction uses awnings, use traditional awning designs, materials, and placement. Plastic and vinyl are strongly discouraged.

If used, shutters should be in proportion to their window opening. They should fit so that if they were closed, they would cover the window opening.

Lighting

Security lighting, such as flood lights shall be mounted on secondary and rear facades. Unshielded floodlights are not permitted. No light shall be of such intensity as to produce glare or direct illumination across the property line, nor shall any light be of such an intensity so as to create a nuisance or detract from the use and enjoyment of adjacent property. All light shall be directed downward and inward toward the property by choosing appropriate fixtures and properly aiming fixtures during installation. Fixtures shall be architecturally compatible with and designed to complement the principle structure and surroundings.

MATERIALS & DETAILING

Architectural Details

All architectural detail work proposed on a new residential structure should be compatible with existing elements, in style, material, size, and shape. Architectural details may include, but not limited to eaves, brackets, dentils, cornices, molding, columns, trim work, pilasters, balustrades, and any decorative or character defining features.

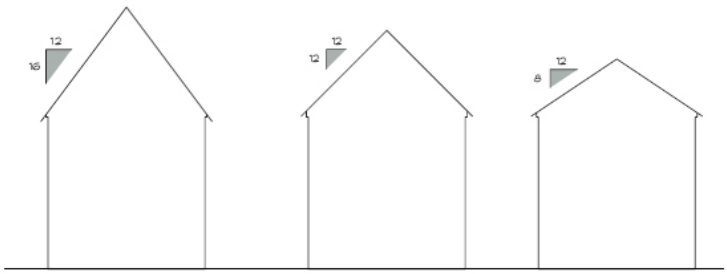
Roofs

Roofs on new construction in the Suburban Zone should respect the character of roof types and pitches in the immediate area around the new construction. For new construction the following parameters should be considered:

(1) Style (gambrel, gable, hip, shed, flat, mansard);
(2) Pitch (slope of roof)
(3) Material (slate, wood shingles, asphalt or fiberglass shingles, rolled roofing, hot mopped asphalt, tile);
(4) Details (dormers, gables, chimneys);
(5) Gutters and downspouts; and

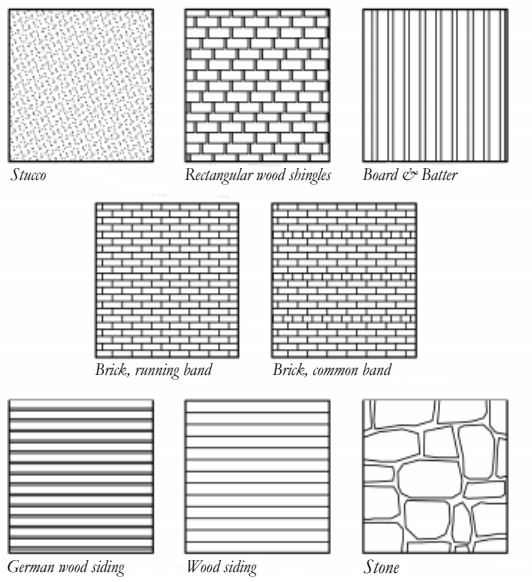
The roof, including its design, form, materials and textures is a prominent element in the Suburban Zone. Common roof forms include hipped, gable, and cross-gable roofs as well as combinations of the above. In general, the roof pitch is as important as roof type in defining neighborhood character. Common roof materials in the Zone include slate, terra-cotta, and composition shingles. Metal roofing is generally prohibited, but applicants may use after proving historical value for a given project.

For new construction in the area, consider using traditional roofing materials such as slate or terra-cotta. Also textured architectural shingles relate better to the visual image of historic shingle patterns than thin asphalt types.



Steep roof pitches (a & b) are appropriate for gable roofs, whereas shallow roof pitches (c) are appropriate for hipped roofs.

Siding & Brick



Materials most commonly found within the District.

There is a rich variety of building materials and textures found throughout the Old Conway Design Overlay District, including brick, stone, wood siding, stucco and wood shingles. Some structures have combination of several materials depending on the architectural style of the house or building.

The materials selected for a new dwelling should be compatible with and complement the surrounding structures in the Suburban Zone.

Brick, stone, and wood are the most common and most appropriate materials for the cladding of new structures, and are strongly encouraged in order to strengthen the traditional image of the residential areas of the area.

Synthetic materials such as vinyl and aluminum siding, as well as synthetic stucco (EIFS products) are not historic cladding materials and should not be used. However, cement board materials such as Hardiboard may be substituted for wood siding.

Decks, Skylights & Screening

Elevated wooden decks are not historic to the area and should be located at the rear of the structure and screened from street view with fencing and/or plants and shrubs when visible.

Skylights are not a traditional design feature should not be visible from the street.

HVAC units should be located where they are not readily visible from the street. If visible, they should be screened with shrubbery or fencing. Exterior HVAC ductwork shall not be visible from street. Electrical and gas meters and other mechanical equipment should be located on the side or rear façade. The Historic District Commission shall consider that utility equipment location may be beyond the applicant's control.

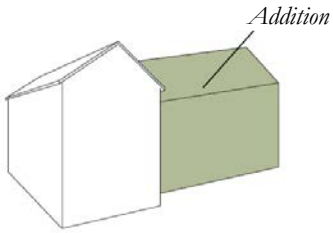
Color

Colors will not be regulated under this ordinance. The use of colors that are compatible with the surrounding area is highly encouraged. Color determination should be based on historic schemes appropriate for the style of the building. Reference materials are available from the Historic District Commission and the Arkansas Historic Preservation Program in determining appropriate paint colors. Avoid too many colors on a building. Colors should be selected to highlight the architectural details of a building.

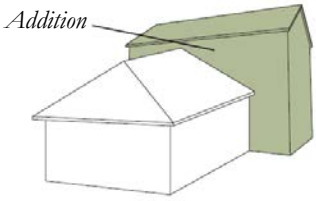
HOME ADDITIONS

An exterior addition to a historic structure may radically alter its appearance. The design of a new addition shall follow the regulations for new construction for all elevations that are prominently visible. New additions should not destroy the materials that characterize the property. New work should be differentiated from the old and shall be compatible in massing, size, scale, and architectural features to protect the historic integrity of the property. Use materials, windows, doors, and architectural detaining that are compatible with the existing structure. The addition should be done in such a manner that if removed in the future, the essential form and integrity of the original structure would be unimpaired. New design should not use the same wall plane, roof line or cornice line of the existing structure.

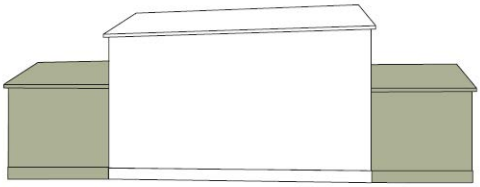
The addition should be sized so that it does not visually overpower the existing building. The addition should be located at the rear or side elevation in a manner that the addition visually secondary to the primary elevation of the historic structure. If the addition is located on an elevation facing the street or an important pedestrian route, the visible elevation shall be treated under tightest standards of the construction guidelines of this ordinance.



Encouraged



Discouraged



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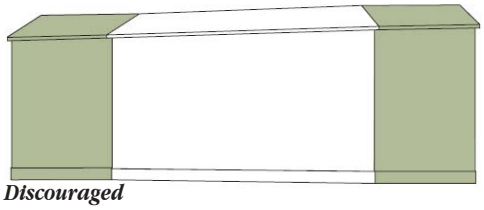


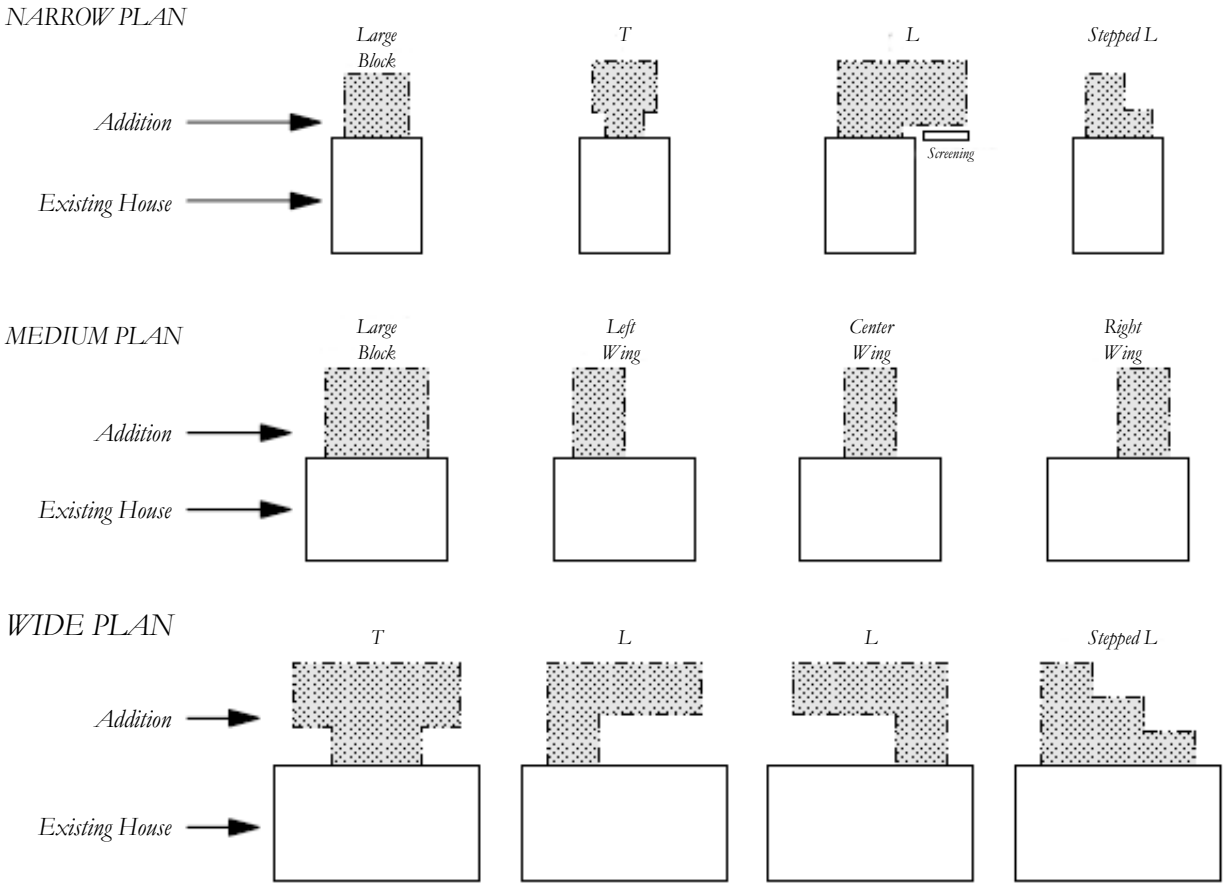
Discouraged

New additions should not destroy historic materials that characterize the property. The new work should be differentiated from the old and should be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

A new addition should not be an exact copy of the design of any historic home. If the new addition appears to be a part of the existing structure, the integrity of the original historic design is compromised and the viewer is confused over what is historic and what is new. The design of new additions can be compatible with and respectful of existing buildings without being a mimicry of their original design.

Use materials, windows, doors, architectural detailing, roofs, and colors which are compatible with the existing structure.

Wherever possible, new additions or alterations to existing buildings and structures shall be done in such a manner that, if such additions or alterations were to be removed in the future, the essential form and integrity of the building or structure would be unimpaired. Therefore, the new design should not use the same wall plane, roof line or cornice line of the existing structure.



There are many possible locations and configurations of additions according to the scale of the existing house.

Limit the size of the addition so that it does not visually overpower the existing building.

Attempt to locate the addition on rear or side elevations or in a manner that makes them visually secondary to the primary elevation of the existing structure. If the addition is located on a primary elevation facing the street or if a rear or side addition faces a street, parking area, or an important pedestrian route, the visible elevation of the addition should be treated under the new construction guidelines.

The design of new outbuildings 160 square feet or larger should use materials, windows, doors, and architectural detailing that are compatible with the existing or proposed structure.

OLD
CONWAY
DESIGN
OVERLAY
DISTRICT

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PART TWO

Urban Transition Zone Design Guidelines

old
conway
DESIGN
OVERLAY
DISTRICT

TRANSITIONAL CHARACTER

The character of the Urban Transition Zone is, in a word, dynamic. Whereas many design elements of the Suburban and Urban Zones are very clearly defined and easily identifiable, those of the Urban Transition Zone are often less defined; one project might be categorized as "urban" due to such things as architectural qualities or increased density, while another retains more of a "suburban" identity because of deeper setbacks or naturalistic landscaping.

In effect, the standards specified by the Urban Transition Zone create and define the overlap where the Suburban and Urban Zones meet. What the Urban Transition Zone attempts to do is seamlessly integrate many of the characteristics specific to the other two Zones into one, and by doing so, effectively blur the otherwise harsh line where the urban core meets the suburban periphery. The by-product of this intent is the creation of an area with its own unique identity, and one which is managed by its own unique set of standards.

Because of the transitional nature of this Zone, its guidelines were prepared and are to be utilized differently than those of the Suburban and Urban Zones. Readers will notice that this section of the pattern book, Part Two, has been written more in the frame of a "soft code," which differs greatly from the primarily "hard-coded" Parts One and Three. The intent of Part Two is to identify those traits which give its Zone a distinct character, while remaining largely flexible with regards to specific criteria.

It shall remain for designers and developers, working in coordination with Conway Planning Department staff, to choose attributes for each project which correspond to and complement the desired character of the Urban Transition Zone. In some cases, there may be warrant to draw inspiration from Part One; in others, Part Three; and sometimes, like with the case of landscaping, both. The Historic District Commission will continue to objectively assess and discuss each proposed project prior to approval, and determine whether its attributes meet the overall intent of this text, as well as the Urban Transition Zone as a whole.

UNLESS OTHERWISE SUPERSEDED THROUGH THE USE OF EXPLICIT LANGUAGE HEREIN PART TWO, THE DESIGN CRITERIA ESTABLISHED WITHIN PARTS ONE AND THREE SHALL MAINTAIN ALL REGULATORY BEARING FOR THE URBAN TRANSITION ZONE. THEREFORE, IT IS THE CHARGE OF THE Historic District Commission TO DETERMINE WHERE AND HOW CRITERIA FROM THE URBAN AND/OR SUBURBAN ZONES SHALL APPLY WITHIN THE URBAN TRANSITION ZONE, BASING THEIR DETERMINATION UPON INDIVIDUAL PROJECT DYNAMICS, LOCATION, AND DESIRED NEIGHBORHOOD CHARACTER.

SITE & DENSITY

Setbacks

Setback is the distance between a structure's exterior-most walls and any front, side, or rear property lines, and is often expressed as a minimum and/or maximum. Setback regulations can have a profound effect on the quality of a given streetscape, the density availability of a given block or area, and the walkability of a whole neighborhood. By combining smaller setbacks with greater lot coverage allowances, parcels may be developed to allocate less property toward lawns and buffers and more toward buildable square footage. When this pattern is replicated throughout a block or neighborhood, not only are densities increased (arguably the single-greatest hallmark of urbanity), but walking distances between a given origin and destination are decreased, as well, providing incentive, convenience, and safety to pedestrians.

Setbacks should be chosen carefully for each project, as they will have a dramatic impact on the spatial quality of a given area. Very often they are based upon the following:

- The type of structure. Distinct architectural styles are traditionally associated with a given setback value. For example, a townhouse often offers nothing more than the length of its stoop, whereas a single-family home will most commonly provide its occupants a small lawn area for landscaping.
- Adjacent structures. One trait of a beloved streetscape is an "agreement of style" - not necessarily among the details, but instead, the main ingredients. Ensuring that setbacks for a given area correspond and complement one another is critical to creating a visually appealing streetscape.
- Neighborhood Identity. As mentioned previously, setbacks directly correlate to density - greater setbacks foster lower densities, and vice versa. Generally speaking, urban areas are higher density, and suburban areas lower. When choosing setbacks for Urban Transition Zone projects, designers should ask, "What is my primary neighborhood context: urban or suburban?"

Front setbacks in the Urban Transition Zone are defined as those which have street frontage. As measured from the right-of-way line, front setbacks shall be no greater than eighteen feet and no less than six.

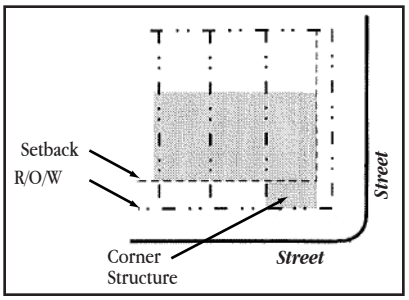
Side setbacks are those located along interior side property lines. Within the Urban Transition Zone, there is no requirement for side setbacks - structures may abut side property lines.* Furthermore, there is no maximum distance structures may be from the side lot lines. This is due to the dynamic nature of this Zone, as some projects may demand attached housing, while others might be single-family in style.

**** Strictly-defined construction criteria per the adopted fire code may be established by the Conway Fire Marshall when adjacent structures are placed within a certain proximity to one another.***

Although there is no minimum or maximum requirement for side setbacks, developers are encouraged to take advantage of lesser distances in order to foster a more urbanized, higher-density environment.

Rear setbacks shall be no less than five feet from the rear property line. In cases where alleys are present, rear setbacks must remain a minimum of fifteen feet from the centerline of the alley.

In order to further enhance the urban form of the Zone, the first fifty feet of all corner structures (as measured from the property line) is encouraged to be positioned forward of the setback line, and against the right-of-way.



Building Height

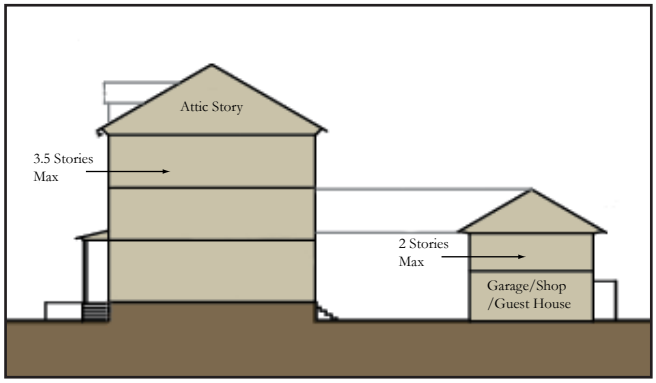
Although often categorized as a threat, when properly designed to complement the character of a given neighborhood, increased density will often serve to benefit that neighborhood. Not only does it make good business sense, but density tends to catalyze public activity along the street by promoting walking. This street- level activity offers innumerable positive consequences, ranging from greater economic vitality to lower crime rates to healthier lifestyles for residents. Density, when well-designed, is a good thing.

Designing and building multistory, vertically-oriented structures not only decreases man's sprawling advance into our natural environment, but by providing a higher density level per given building site, it also allows developers to more efficiently utilize space within the Urban Transition Zone. Much of the Zone is dominated by one- to two-story residential structures, especially nearer to the Suburban Zone, and should continue to be developed as such; conversely, other parts of the Zone are in close proximity or immediately adjacent to the Urban Zone, and therefore appropriate for multi-story and mixed-use structures.

Primary structures within the Urban Transition Zone shall be no greater than three and one-half stories in height. A half-story refers to the uppermost floor being 'tucked' into the roof gable and using dormer windows for natural lighting and fire access. (Also referred to as an "attic story.")

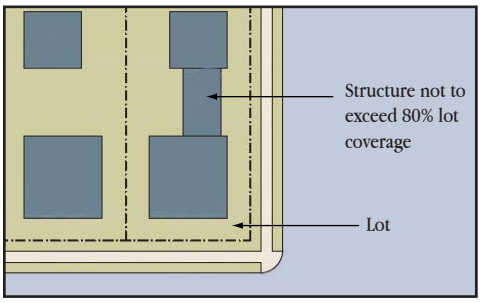
Ancillary structures shall be no greater than two stories in height.

The Historic District Commission reserves the right to apply further height and/or story restrictions to any project based upon that project's specific location within the Zone and the predominant (or desired) themes of its neighborhood.



Lot Coverage

Lot coverage is simply the ratio of the occupied, impervious surface area (buildings, driveways, walks, garages, etc.) measured against the total area of a lot. The maximum allowable lot coverage for the Urban Transition Zone shall be eighty percent.



Being that the character of the Urban Transition Zone is one of moderately high density, shallow setbacks, multi-story structures, and greater lot coverage allowances, much of its dedicated green space will not be found in privates lawns, but instead along rights-of-ways, in plazas, and the incorporation of small, informal "pocket parks."

Parking Areas

Parking is essential to the success of any street, but it can have negative ramifications for the pedestrian environment if left unchecked. Being that the moderately dense nature of Urban Transition Zone creates inherently walkable neighborhoods, close attention should be paid to parking area placement and design to ensure that large lots will not act as a detriment to the pedestrian scale or comfort. Beyond provisions for walls and landscaping for screening, as well as limitations on driveways and curb cuts, the most effective way to mitigate the negative effect of parking areas is to limit their location.

Where a project is located within the Zone will have the single-largest impact on the design of its parking area. In predominantly suburban-themed, residential areas of the Zone, parking areas might be appropriate within the side or rear yard area of a structure, such as with the single-family home; for those projects which lie along or near the Urban Zone boundary where there may not often be yard space, interior "tucked under" garages, on-street, or alley-accessed parking areas may be more appropriate.

Other than for a standard single-family and duplex vehicular driveway, any parking area which abuts sidewalk and street frontage and is clearly visible from the right of way, is strongly discouraged. Whenever possible, locate all surface parking areas in the interior of a block, so as to allow structures, small front lawns, and pedestrian activities to remain the dominant visual element from the street.

Where reasonable, on-street parking may be utilized as a means of satisfying the requirements for project parking, while not occupying valuable lot space. In most cases, every effort should be made by both the City and the developer to provide the maximum possible number of curbside spaces along all streets within the Urban Transition Zone.*

> **** On-street parking offers pedestrians on the sidewalk a physical and psychological barrier between themselves and the vehicular traffic along the roadway. In addition, it is inherently traffic-calming in nature, creating a safer and more pleasant environment for those pedestrians. Finally, it provides plentiful and convenient public access for all vehicles, thereby decreasing the amount off-street parking necessary.***

Where off-street surface parking lots are necessary for multi-family, office, and commercial activities, such lots shall be designed to minimize their size, visibility, and interference with pedestrian safety or comfort. Every effort should be made by developers to shelter adjacent properties, sidewalks, and the public realm as a whole from the unsightliness and clamor of surface parking. Please refer to Part Three for additional information regarding surface parking within urbanized areas.

As depicted in the photos on this page, parking areas within the Urban Transition Zone can take on many forms, and are often dictated by the general character of the neighborhood and the type of structure being served. For single-family and duplex homes, parking areas may be simple driveways which access a side or rear yard garage or carport; in some areas, alleys might be utilized for this purpose; in the case of multi-family, office, and commercial projects, parking lots should be located along the side, or where possible, the rear of the structure; almost without exception, on-street parking is a desired form of parking provision within the Urban Transition Zone.

Developers should thoughtfully consider parking arrangements for each project and attempt to provide appropriate and complementary parking areas.

Alleys

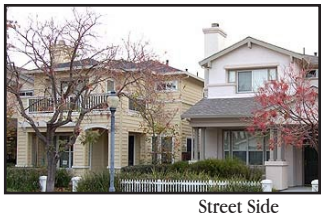
Within Old Conway, a large number of alley rights-of-way were originally platted. Although very few of these alleys were ever constructed, many of the rights of way are still open. To help maintain a tight-knit, appealing streetscape, the improvement and use of these alleyways is highly encouraged and their closure is strongly discouraged. These alleys should be seen as an asset and preserved for future use.

Alleys can provide an additional access point for residences, becoming especially beneficial to those homes with rear garages, and also allow for additional parking capacity at the rear of residential lots.

Alleys offer an alternative route for both utility easements and infrastructure as well as sanitation pick-up. Consequently, this can improve the curb appeal of properties by allowing utility equipment, overhead wires, and trash containers to be located at the rear of structures.

Street Side

Alley Side



Alley Side

Street Side

Curb Cuts & Drive-Throughs

In order to best preserve and/or create an area best suited to the human scale, it is important that the Urban Transition Zone be clear of driveways, curb cuts, and vehicle entries as they challenge the pedestrian environment. For the most part, pedestrians must be able to safely and comfortably walk the sidewalks without conflicts with vehicles.

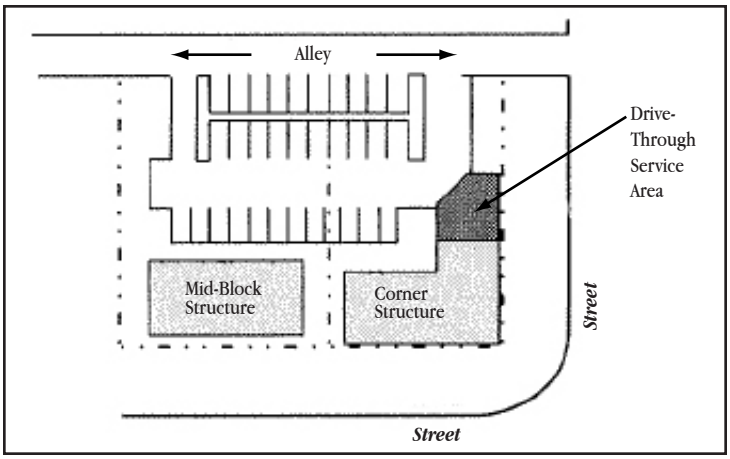
Where at all possible, curb cuts should be minimized to no more than one per one hundred feet of frontage, and be shared among adjacent properties at every possible chance.

Curb cuts in the Urban Transition Zone shall be no greater than twenty four feet in width; however, for projects along quieter, neighborhood streets, twenty feet is encouraged.

When interrupted by a vehicular access point, the continuity of the sidewalk surface material and grade shall be maintained and the material and grade of the driveway interrupted.

Drive-through service windows shall be located in the rear of all mid-block and alley-accessed corner locations, provided they do not substantially disrupt pedestrian activity or surrounding uses.

Drive-through windows shall never be located along any structure's primary street frontage (i.e. between the structure and the street).



Mixed-Uses

Mixed use is where different activities take place in the same building, street or neighborhood. There is considerable evidence that mixed use (in conjunction with other design conditions, such as connectivity) minimizes travel distances. Mixed use neighborhoods might include neighborhood appropriate commercial uses such as restaurants, markets, shops, and professional offices. A mixed use building might contain a restaurant on the ground floor, offices on the second floor, and residences on the third floor. Mixed uses allow people to make more trips by foot or bicycle than by car, with clear health and convenience benefits. Car ownership levels do not necessarily change - cars are still used for trips outside the neighborhood, or for heavy shopping trips - but people may not use their cars as often. Household spending on travel and transportation may be reduced. Urban design that supports mixed use areas can:

- Allow parking and transport infrastructure to be used more efficiently, and thereby lower household expenditure on transport
- Increase the viability of local shops and facilities
- Encourage walking and cycling - bringing health benefits, reducing the need to own a car and thus reducing emissions
- Enhance social equity and increase personal safety
- Offer people convenience, choices and opportunity which lead to a sense of personal wellbeing.

Single-Family Residential

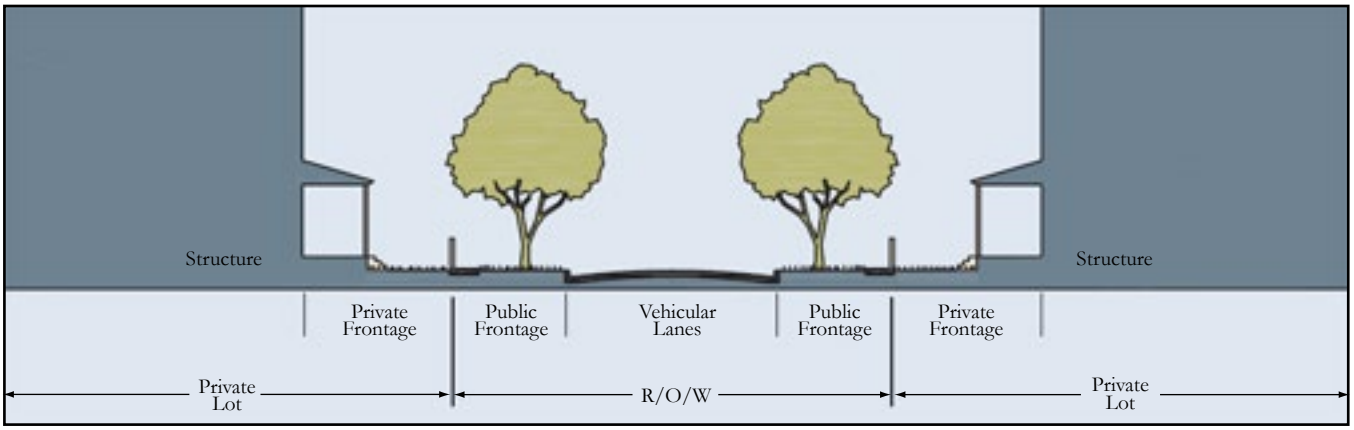
Mixed-Use: Retail/Residential

Mixed use neighborhoods often result in residential buildings with street-front commercial space. Retailers have the assurance that they will always have customers living right above and around them, while residents have the benefit of being able to walk a short distance to get groceries and household items.

FRONTAGE

Public vs. Private

A tightly-knit, pleasant streetscape is quite possibly the single-most critical component to creating unique and valuable neighborhoods within the Urban Transition Zone. Like every other streetscape in Conway, those within this Zone are comprised of both public and private frontage; however, streetscape organization is especially critical in the Urban Transition Zone because of the proximity between structures, sidewalks, and vehicular lanes. Material changes and/or vertical elements such as low walls, short fences, hedges, and raised porch stoops provide distinct boundaries between public and private space.



Sidewalks

As mentioned previously, one characteristic most inherent to the Urban Transition Zone is that the area is as equally comfortable for pedestrians as it is for drivers. Whereas the Suburban Zone is designed primarily for automobile traffic while also incorporating pedestrian facilities, and the Urban Zone is designed primarily for pedestrians while also incorporating vehicular facilities, the Urban Transition Zone encourages the design of neighborhoods which emphasizes both equally.

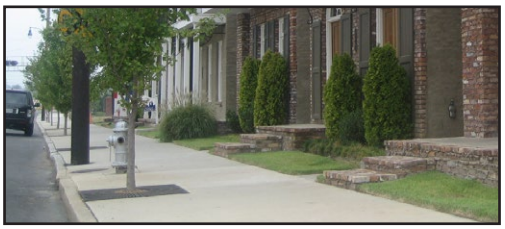
One characteristic shared by all successful "walkable" neighborhoods, is that they make the pedestrian feel safe from the ill-effects generated by vehicular traffic and parking areas. However, the truly great walkable neighborhoods go far beyond security; they create a pleasant and enjoyable walking experience -- they make people ***want*** to walk. A well-designed and considerate sidewalk system is the single-most critical component to fostering this type of environment in Conway's Urban Transition Zone.

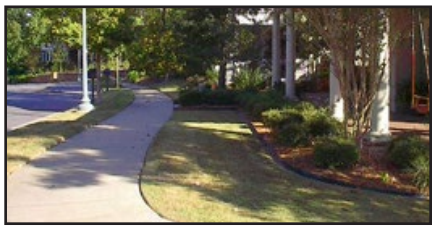
A sidewalk shall be constructed or repaired as part of new construction on all street frontages.

Sidewalk Exception: Sidewalks are not required with the construction of a residential addition or outbuilding with a footprint area less than 30% of the primary structure's footprint.

Sidewalks shall be five feet wide unless the width differs historically. If desired by the property owner or HDC, the sidewalk width may be increased by encroaching into either the private setback area or the public planting strip adjacent to the curbline, whichever is most appropriate to the circumstance.

Sidwalks shall pass through driveways if APA requirements cannot be met.





Sidewalks shall retain any existing historic paving materials used in walks and driveways, such as brick, stone and examples of the early use of patterned concrete, replacing damaged areas with materials that match the original paving. Ensure that new paving materials are compatible with the character of the area. Brick pavers in traditional patterns and scored concrete are examples of appropriate applications. Color and texture of both surfaces should be carefully reviewed prior to installation.

Landscaping

As outlined in Parts One and Three, landscaping within the Urban Zone is highly formal and is comprised primarily of evenly-spaced tree wells and formal plazas, and the Suburban Zone is quite the opposite, made up of deep lawns and a naturalistic setting. Like other features of the Urban Transition Zone, its plantings should attempt to incorporate both of these landscaping philosophies in an attempt to further blend the opposing themes of the other two Zones.

Canopy trees shall be planted within the public frontage at a ratio of one tree per thirty feet. Most commonly, this more formal, cadenced planting will occur in the green strip lying between the sidewalk and curbline of the street.

Landscaping should be provided within the private frontage in an informal, natural manner, and be complementary to the structure and its overall setting. Species selection and planting density are to remain at the discretion of the property owner; however, the City of Conway encourages ample plantings as a method for increasing property values, enhancing the aesthetics of the entire District, and mitigating stormwater runoff.

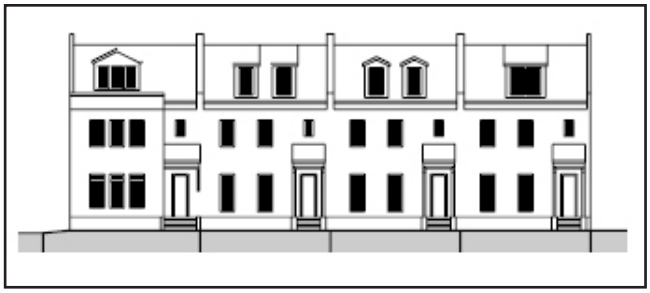
ARCHITECTURE

Building Types

The Urban Transition Zone is made up of many building types, sizes, and designs. Although the area certainly contains many less-desirable elements, its historical and most useful roots combine a variety of residential, commercial, and mixed-use structures in a consistent, compatible scale. The design, placement, and appropriate balance of buildings is critical in creating an area which feels comfortable. The buildings depicted within this section attempt to place greater emphasis on how the human psyche experiences the area. Providing a range of building types allows for varying street experiences and helps define specific areas within the neighborhood, while consistent scale, setbacks, and character creates an environment that both residents and visitors can easily understand.

The following building types are simply recommendations based upon use, and by no means the only styles appropriate for the Urban Zone. However, all shown offer the components and features required to meet the spirit and intent of the Old Conway Design Overlay District.

TOWNHOUSE
A common form of more dense and often owner-occupied housing, townhouses are characterized by their close proximity to the street and provision of yard and parking at the rear of the structure. Attached via common walls, townhouses are typically two to three stories in height with entrances raised off of street level to provide greater privacy.



Building Types

COURTYARD APARTMENT

A multi-family building type that is configured to frame one or more private yards or patios. In plan, buildings are likely in "L," "U," or "E" configurations, with the wings forming landscaped private open spaces that provide entry onto the street. These buildings are typically two to three stories in height. Parking and yards are at the rear of the structure.

Courtyard apartments can provide to their residents the opportunity for a walkable, urban lifestyle while offering outdoor living space which remains largely sheltered and private from the public realm.

FLAT

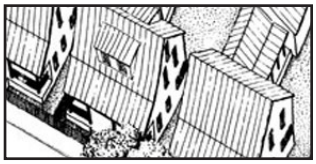
A multi-family building type typically set back from property lines on all sides. These buildings maintain similar materials and scale with surrounding structures. These buildings are generally no more than two to three stories in height, with parking and yards are at the rear of the structure.

Building Types

SIDE YARD HOUSE

A single-family housing type built to one side edge of the lot and characterized by increased height and opening onto a wider side yard. Houses are placed closer to the street and are typically two to two-and a-half stories; vehicular access is from the rear. To increase privacy, sides facing an adjacent side yard have limited windows or openings.

Structures featuring modern elements may integrate well into Old Conway so long as they respect the general character of the area by incorporating proper building materials, vertical orientation, and massing and scale which corresponds with the traditional architecture and pedestrian context.



By limiting the windows on one side of a house, a comfortable level of privacy with the neighbors is maintained, even at urban densities.

COTTAGE

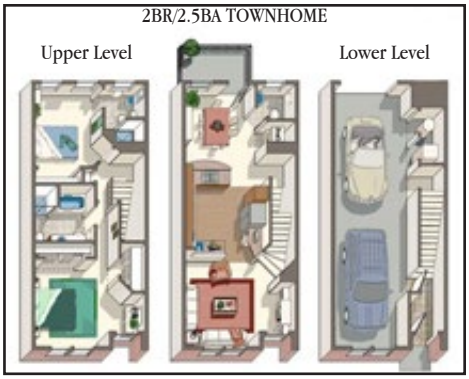
A smaller single-family housing type with a yard on all sides of the house. These houses are typically one to two stories; vehicular access is from the rear. To provide privacy on these smaller lots, side facades should have limited windows or openings.

It is not uncommon for cottage developments to maintain frontage along a common green, which is offered equally to the neighbors as an area for recreation and aesthetic appeal.

IMAGES

As stated before, the Urban Transition Zone is made up of many building types, sizes, and designs which utilize their respective sites in a multitude of traditional, conventional, and in some cases, highly creative ways. Therefore, it is exceedingly difficult, if not impossible, to identify a highly-structured set of standards which could be applied to every given project within the Zone -- the "right answer" will likely only be found when the design integrates a variety of concepts and themes, borrowed from numerous sources of inspiration, which relate to the site in a manner highly respectful of and complementary to the site, the street, the neighborhood, and the District as a whole.

The following pages are offered in hopes that inspiration for your project, lies within.


2BR/2.5BA TOWNHOME
Upper Level
Lower Level

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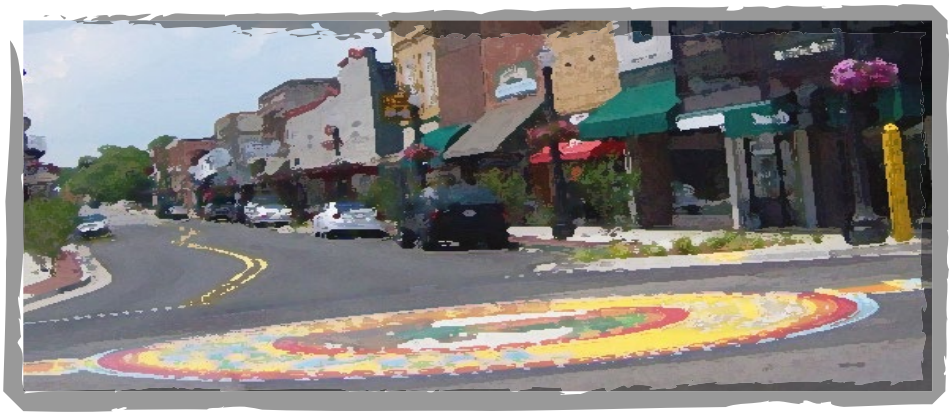
PART THREE

Urban Zone Design Guidelines



old
conway
DESIGN
OVERLAY
DISTRICT

DENSITY

Creating Dense Development

The goal of building smarter, safer, and stronger calls for creating more compact, walkable neighborhoods and towns, thereby reducing sprawl. The Urban Zone helps to accomplish this task while filling multiple other roles for the City of Conway. Not only is it home to shopping and dining options for both the destination user and the passer-by alike, but it is also provides essential conveniences for residents of the adjacent neighborhoods, offering shopping, service, civic, transit, and employment opportunities all within a short distance. This "neighborhood core" is the commercial and mixed-use heart of not just one, but often ***several*** neighborhoods, or in the case of the Central Business District, the entire city. Uses may vary depending on the Zone's specific purpose for the people it serves.

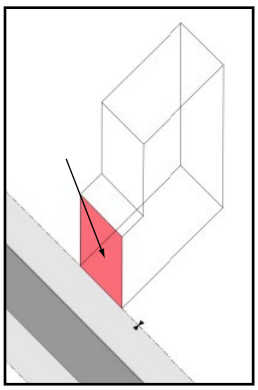
Regardless of the use(s) of a given structure, one unifying theme remains the single-most critical criteria for all development within the Urban Zone: walkability. The Urban Zone (and to some degree the Transition Zone), simply put, is built primarily for people and not for cars. Dense, mixed-use, pedestrian-oriented developments are all crucial to helping create a multi-purpose center of activity for residents, employees, and visitors. Most buildings have little or no front setback, therefore the primary entrance will meet the sidewalk. Furthermore, these structures are generally low- to mid-rise (2-6 stories), and can house many different uses. Broad, shaded sidewalks buffered from the roadway by on-street parking allow for the safe and comfortable travel of pedestrian traffic. Off-street parking areas, usually accessed by mid-block driveways/alleys, are almost always located to the rear or side of buildings, and each building is constructed to meet its neighbor (zero side setback); walkability dictates that there must be an emphasis placed upon maintaining a streetscape with few breaks, otherwise known as a "street wall.".

A NOTE ABOUT LIVING IN THE URBAN ZONE:
The majority of residential buildings, as identified in previous parts of this book, are single-family homes; only a relatively small number of townhouses, apartment buildings, and mixed-use structures can be found in the Old Conway District. Therefore, where the City desires to create more compact, walkable neighborhoods, then a need exists to develop multifamily and mixed-use buildings that will continue the scale of the traditional neighborhood, but with a new arrangement of space. These include some for which there are direct precedents, including apartments and duplexes, and also new forms which take advantage of vertical growth of two and three stories or more, like townhouses, live/work units, and commercial and office buildings with loft-style apartments located atop ground-floor retail.

Setbacks

Setback is the distance between a structure's exterior-most walls and any front, side, or rear property lines, and is often expressed as a minimum and/or maximum. Encroachment is the distance that a portion of the building such as a staircase, bay window, or porch can extend out from the property line of face of the building into the setback or public right-of-way. Together, setback and encroachment regulations have a profound effect on the spatial quality of a street and potential uses within buildings. A zero setback means the building sits on the property line, which creates a sense of enclosure for pedestrians within the street. Keeping this condition as standard as possible is appropriate and conducive to higher densities and mixed-use buildings with commercial uses on the ground floor and residential or office above.

The Urban Zone is the highest density in the City of Conway; therefore, a zero setback is appropriate to achieve density, attract retail, create a quality pedestrian environment, and complement the existing context.



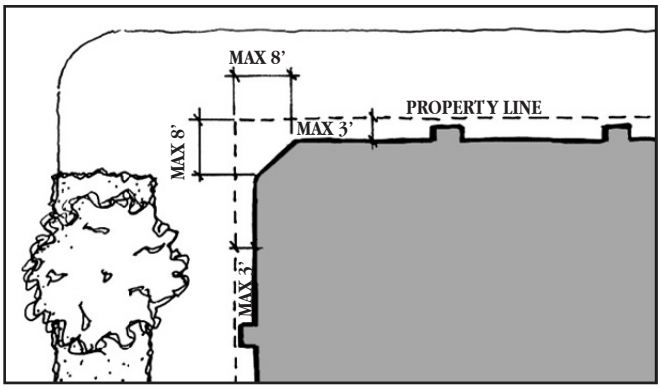
Typical building facade articulations can be accommodated within the zero- to three-foot setback area.

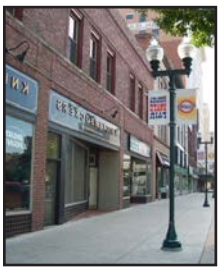
In order to provide street wall continuity, a minimum of eighty percent of any building facade shall be within three feet of all property lines, except in the rear of the structure where an alley or other access exists. This shall be required only for the first four floors of activity.

If less than eighty percent of a facade is built along the above noted setback, than a variance must be sought from the Historic District Commission and those areas of additional setback must be reserved for public use, such as patio dining.

Major architectural projections into the public right-of-way such as balconies, arcades, and colonnades, shall require an encroachment permit, granted by City Council. Any encroachment into utility easements shall require approval of Conway Corporation.

Structures may set back up to eight feet at intersections in order to better articulate and accentuate the corners.





An uninterrupted facade plane, or street wall, can have a dramatic impact on the overall streetscape while also assisting with higher-density development practices.

A completed "street wall"

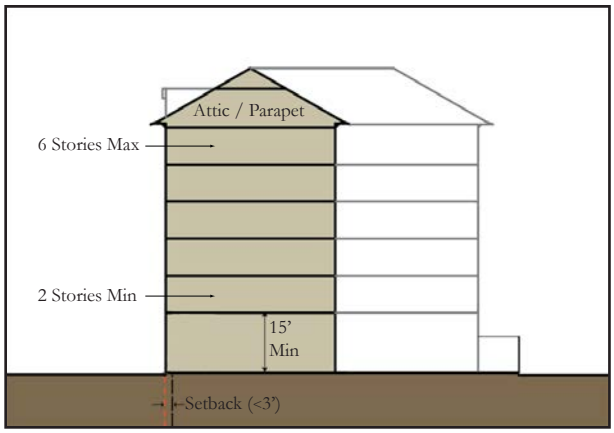
Building Height

Tall buildings add density, catalyze activity, and contribute to the general streetscape and design principles of the Urban Zone. Therefore, a minimum number of usable stories (floors) will be required. However, in order to maintain a scale which is respective of the human user as well as complementary to the existing traditional buildings, a maximum number shall be required, also.

In addition, the floor-to-floor height of a building's first story has a significant influence on possible uses and tenants. Generally speaking, first floor heights of less than fifteen feet are considered inadequate for retailers, many of whom prefer at least twenty feet. This guideline offers a means of establishing a critical mass of retail, while allowing the market and the owner to determine when or if that retail occurs in the building. Office, other commercial uses, or even residential can easily fit within a twenty-foot-high space. The building will be flexible and its design will not preclude most forms of retail use in the future. Furthermore, this first floor height further contributes to the both the physical and perceived scale of the structure, thereby enhancing the desired urban form of the area.

Buildings shall have a front facade which is no fewer than two stories in height and no greater than six. The City Council may grant additional stories for higher intensity development through the use of a conditional use permit.

The first story floor-to-floor height of any new building in the Urban Zone shall be a minimum of fifteen feet.



Proper building height and first floor dimensions can play a major role in helping develop both the desired streetscape and the economic vibrancy of an urban area.

Mixed-Use

One of Conway's primary objectives is to encourage a mix of office, residential, commercial, and cultural entertainment within the Urban Zone. Not only will this promote higher densities, but it will also allow for increased activity levels over longer periods of the day and night.

As we look to the future and a more "urbanized" Conway, it is important to encourage and provide more opportunities for people to live in the Urban Zone. It is time for Conway's Downtown, especially, to become a primary, first-choice residential option. Encouraging a balance of people living and working in these areas has several benefits.
These include:

- Living and working in the same area removes daily trips that rely on the regional road network;
- Retailers have the assurance that they will always have customers living right above and around them;
- Residents have the benefit of being able to walk only short distances to get groceries and household items; and,
- New housing in the Urban Zone can provide a greater variety of housing options for residents, thereby increasing the overall "marketability" of Conway to potential residents.

SITE & SERVICE

Landscaping & Paving

Many buildings within the Urban Zone include outdoor spaces contiguous with the right-of-way. The two most common of these are recessed entries and courtyards. There is potential for such spaces to conflict with the desired design character of the area; therefore, they require special attention. Landscaping and paving shall complement the building or storefront architecture as well as general design principles of the Old Conway, and the Urban Zone in particular.

Landscaping and paving adjacent to public areas contribute both aesthetically and functionally to the overall design character of the Urban Zone.

Outdoor ground plane which abuts or is adjacent to the public right-of-way (i.e. recessed entries) shall be paved with terrazo, concrete pavers, concrete, stone, brick, tile, or another high quality hardscape material. Asphalt and loose paving such as gravel are prohibited. The paving design and materials should complement the building or storefront architecture and the context of the Urban Zone in general.

In larger courtyard-style space visible from the public right-of-way, use groundcover, shrubs, and flowers to accent and fill blank areas with visual interest. Minimize the use of bare mulch and rocks. Areas of bare earth are not permitted.

Any proposed landscaping shall not block pedestrian access to storefronts or building entrances.

Fences, Railings, & Walls

The flow of pedestrians between the public and private realm is a major priority within the Urban Zone. The use of fences, railings, and walls on private property is discouraged, with three exceptions: (1) to screen surface parking areas or other unimproved lots while continuing the street wall appearance, (2) to protect pedestrians against grade changes to improve comfort and safety, and (3) to delineate a private courtyard or patio area.

Fences, railings, and walls shall be constructed of metal, brick, or stone. Plastic, chain link, and wood are prohibited.

Fences, railings, and walls should be designed to complement the adjacent architecture through the use of similar materials, colors, finishes, and architectural details.

Fences and railings shall be a minimum of seventy percent open.

Fences are preferred over walls except where designed to hold grade.

Fences and walls should attempt to harmonize with their surroundings by use of proper building materiels, color, and landscaping which helps to soften an otherwise bulky appearance.

Vehicular Access Points

In order to best preserve and/or create an area best suited to the human scale, it is important that the Urban Zone be clear of driveways, curb cuts, and vehicle entries as they challenge the pedestrian environment. For the most part, pedestrians must be able to safely and comfortably walk the sidewalks without conflicts with vehicles. The streetscape is largely designed to be free of vehicular access points; this is to ensure the continuity of sidewalk, trees, and street furniture within the public right-of-way. This reinforces the visual presence of the street to create a memorable, cohesive experience.

Where they exist, alleys should be counted as curb cuts and they should be considered the primary vehicular access point for that block.

On blocks without alleys, access points should be minimized to no more than one per block, and be located as close to mid-block as possible.

Curb cuts in the Urban Zone shall be no greater than twenty feet in width.

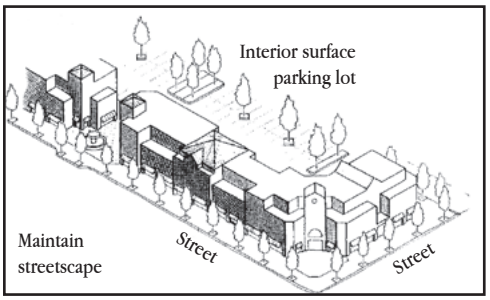
When interrupted by a vehicular access point, the continuity of the sidewalk surface material and grade shall be maintained and the material and grade of the driveway interrupted.

Pedestrian considerations take precedence in the Urban Zone.

Off-Street Parking

Parking is essential to the success of any street, but it can have negative ramifications for the pedestrian environment if left unchecked. In no area of Conway is this more true than the Urban Zone. Beyond provisions for walls and landscaping for screening, as well as limitations on driveways and curb cuts, the most effective way to mitigate the negative effect of parking areas is to limit their location.

Whether a simple lot or a multi-story deck, all new parking facilities should be designed to be attractive, compatible additions to the Urban Zone. Using high quality materials, providing a sense of scale in architectural details, and providing active uses at the sidewalk edge are methods that can mitigate the potentially negative impacts of new parking facilities. As a general rule, a new parking facility should remain subordinate to the street scene.



Surface parking lots which are located to the rear of structures and out of view of the public realm are required in all but the most exceptional of circumstances.

Within the Urban Zone, providing a street wall without interruption is critical to pedestrian comfort, economic vitality, and aesthetic character.

Parking lots which abut sidewalk and street frontage, and are clearly visible from the right of way, are strongly discouraged. Whenever possible, locate all surface parking lots in the interior of a block, to allow structures to be the dominant visual element within the public realm.

Except in the most critical of circumstances, locating surface parking lots at block corners shall not be permitted. This acknowledges the special function of corner properties, as they are generally more valuable and visible than interior lots, serve as landmarks to an area, and provide a sense of enclosure to an intersection.

Where a parking lot must abut a public sidewalk, a visual buffer shall be provided.

- The use of a wall or fencing along the sidewalk edge is most preferred, as this helps contribute to an unbroken street wall. Materials should be compatible with those of nearby buildings. Furthermore, visually interesting elements, such as masonry patterns, articulation, and vegetation should be added to detract from an otherwise "stockade" appearance.
- Only where walls are not appropriate, a landscape buffer may be utilized. However, landscaping shall be dense and unbroken in order to completely meet the spirit and intent of this section. Planting strips and planter boxes may be incorporated to assist in fulfilling this requirement.

Appropriately designed walls, fences, and landscape strips can provide pedestrians a sufficient buffer from the unsightliness and clamor of surface parking lots.

A Note About On-Street Parking

On-street parking is critical to the Urban Zone. Every effort should be made by both the City and the developer to provide the maximum possible number of curbside spaces along all streets, especially within the traditional "downtown" core. On-street parking offers pedestrians on the sidewalk a physical and psychological barrier between themselves and the vehicular traffic along the roadway. In addition, it is inherently traffic-calming in nature, creating a safer and more pleasant environment for those pedestrians. Finally, it provides plentiful and convenient public access for all vehicles, thereby decreasing the amount off-street parking necessary. Please contact the Planning Department as early as possible during all projects for information regarding location and proper design.

Parking Structures

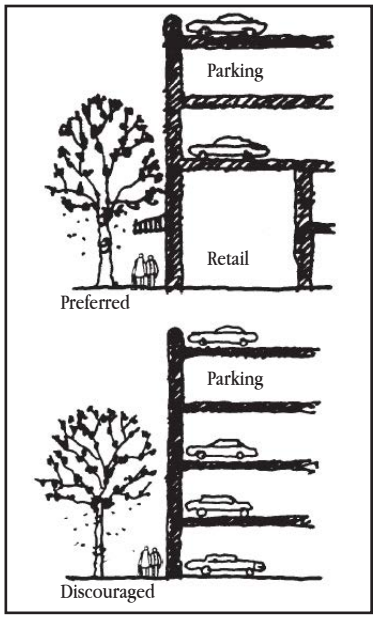
Parking structures (decks) should be designed to enhance the activity of the streetscape. At a minimum, a parking structure should help to animate the street and be compatible with its surroundings. The visual impact of the cars themselves should be minimized.

Specifically, parking structures are often dominated by strong horizontal lines with a flat roof. To soften the horizontal lines and greatly enhance the look of the structure, elevations should be articulated and vertical elements should be added that give the structure proportions that reflect a regular building. The horizontal "deck and railing" pattern should not dominate the elevation.

Where parking structures are located along street frontage, they should be designed to provide a visually attractive and active street edge. The architectural style of the parking structure should complement the adjacent buildings.

- Respect the regular window patterns and other architectural elements of adjacent buildings. Framing should be added to deck openings which help them mimic true windows. The framing should ideally include vertical members which will de-emphasize the horizontal character of the structure.
- Parapet additions should be added to key areas along the building roofline to reduce its horizontal appearance.
- Continue the use of similar building materials.
- Express the traditional widths of buildings in the area with false facades and articulation.
- Awnings should be provided at vehicular and pedestrian entrances to create a more pedestrian scale.
- Avoid multiple curb cuts, as they complicate turning movements and disrupt the sidewalk.

Every opportunity possible, parking structures within the Urban Zone should be wrapped with retail, commercial or an other active use along the street edge. This is intended to shield the structure from the street while providing additional density and activity to the area.



Loading Docks

Loading docks are an important function of many buildings. When located along a street, though, they typically detract from the pedestrian environment with large curb cuts and driveways, trucks moving across the sidewalk, and a blank, inactive edge for the sidewalk. There are two ways to mitigate the effects of loading docks: confine the loading dock to the center of a block with the use of an alley or other driveway, or where possible, restrict their location to less pedestrian-oriented "side" streets.

Loading docks are strongly discouraged along the primary facade(s) of all structures within the Urban Zone. Developers must make every possible attempt to embed all loading docks within the block and not along its frontage.

All loading docks shall be screened from pedestrian view. A combination of doors, gates, walls, fencing, and/or landscaping shall be used to shield the loading dock from view.

Dumpsters

Trash dumpsters are essential to the operation of just about any large building. However, it is not appropriate for the dumpsters to be visible from the streets and sidewalks of the Urban Zone. There are locations and screening techniques that can prevent them from interrupting the beauty or active edge of these streets and sidewalks.

Trash dumpsters should always be located center-block, so as to remain conspicuously out of sight and smell from all passers-by.

Trash dumpsters shall be further screened by use of a gate and structure which complements the design of the primary building through the use of similar materials, colors, finishes, and architectural details. Dumpster enclosures shall be constructed of masonry materials with an interior clear dimension of 15 feet by 15 feet. All dumpster enclosures shall have working latches and shall be kept latched.

Utilities & Equipment

Mechanical and utility equipment such as transformers, units, and elevator penthouses are vital to the operation of buildings. Likewise, utility meters are essential and require access by utility personnel. However, these items are unattractive and detract from the pedestrian environment. They should always be located where they cannot be seen from the public realm, such as in an alley or the rear of the structure, within an enclosure or behind a gate or landscaping if along frontage, or behind the parapet or other architectural feature if located on the roof. ***NOTE: Fire hydrants and risers are exempt from this requirement.***

Where utility screening measures interfere with any maintenance or servicing needs, it may be removed at the landowner's expense. All screening measures shall meet the standards and approval of the respective utility company.

Every available screening measure should be considered and balanced against maintenance needs in order provide maximum possible aesthetic appeal while remaining functional and serviceable.

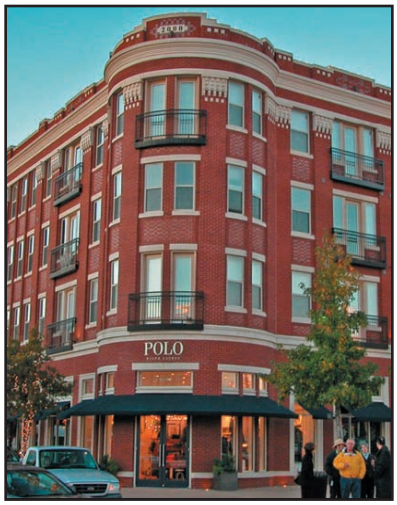
ARCHITECTURE

Building Types

The Urban Zone is made up of many building types, sizes, and designs. Although the area certainly contains many less-desirable elements, its historical and most useful roots combine a variety of residential, commercial, and mixed-use structures in a consistent, compatible scale. The design, placement, and appropriate balance of buildings is critical in creating an area which feels comfortable. The buildings depicted within this section attempt to place greater emphasis on how the pedestrian experiences the area. Providing a range of building types allows for varying street experiences and helps define specific areas within the neighborhood, while a consistent scale, setback, and character create an environment that both residents and visitors can easily understand.

The following building types are simply recommendations based upon use, and by no means the only styles appropriate for the Urban Zone. However, all shown offer the components and features required to meet the spirit and intent of the Old Conway Design Overlay District.

MIXED-USE / COMMERCIAL
A fairly low-intensity building type characterized by ground-floor commercial space with one common or multiple entrances. Active uses should occupy the ground floor to increase the street's pedestrian activity. Offices or residences are located on the one or two stories above street level. Off-street parking is located at the rear of the building.



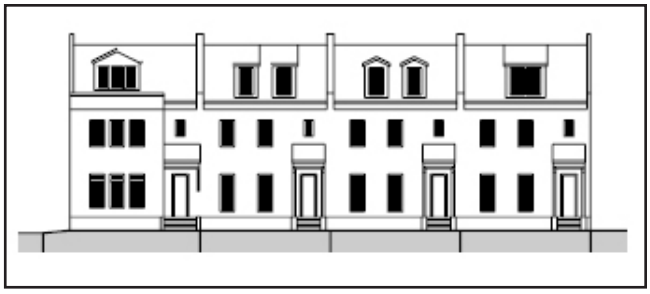
Structures featuring modern elements may integrate well into Old Conway so long as they respect the general character of the area by incorporating proper building materials, vertical orientation, and massing and scale which corresponds with the traditional architecture and pedestrian context.

Building Types

LIVE / WORK UNITS
A fairly low-intensity building type characterized by individual multi-story units attached via common walls. Units are either owned or leased and have ground-floor commercial space with private rear and upper-floor living or workspace. Typical uses include professional offices, services, and studios. Buildings are generally two to two and- a-half stories and provide parking in the rear.

Live/work units can easily fit into the street wall immediately alongside other building types, such as here where a corner live/work unit is attached to a row of residential townhouses.

TOWNHOUSE
A common form of more dense owner-occupied housing, townhouses are characterized by their close proximity to the street and provision of yard and parking at the rear of the structure. Attached via common walls, townhouses are typically two to three stories in height with entrances raised off of street level to provide greater privacy.



Building Types

COURTYARD APARTMENT

A multi-family building type that is configured to frame one or more private yards or patios. In plan, buildings are likely in "L," "U," or "E" configurations, with the wings forming landscaped private open spaces that provide entry onto the street. These buildings are typically two to three stories in height. Parking and yards are at the rear of the structure.

An archway or gate located along the sidewalk can provide a dramatic point of entry to courtyard apartment properties while also serving to better separate the public and private realms and offer additional security.

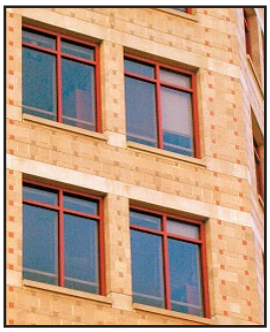
Courtyard apartments can provide to their residents the opportunity for a walkable, urban lifestyle while offering outdoor living space which remains largely sheltered and private from the public realm.

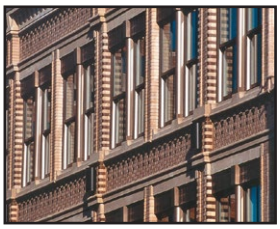
Facade Articulation

The articulation of a building facade is a matter of style. With the exception of a few guidelines, designers are free to express their architectural vision. This allows for diversity in the private realm, and lends the streets richness and texture. The following design strategies are intended only ensure that all facades fit within the pedestrian orientation and the historical context of Conway's Urban Zone.

A minimum of 35% of each upper story shall be windows. Please refer to the section titled "Building Materials" for percentage of transparent glass.

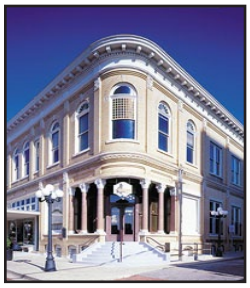
The articulation of the facade should be designed to appear more vertical than horizontal. This should be expressed in architectural elements such as joints, projections, recesses, openings, windows, etc. Windows shall be proportioned to appear vertical, even when combined to form horizontal bands around the structure.





Windows, projections, and other architectural elements can have a dramatic impact on diminishing the often monolithic appearance of many buildings. Simply by adding vertically-oriented window frames, such as seen in the left most photo, designers can create the effect of a taller, narrower structure. This assists in the perception of a more walkable, pedestrian-friendly street, even when horizontal dimensions dominate a given structure.

Facade Articulation



Facades shall be broken down into distinct twenty to thirty foot "modules" or "bays" from side to side in order to prevent a monolithic edge to the street. The modules can follow structural, historical, aesthetic, or functional dimensions, but should always remain contextual to the street. Large unarticulated walls are discouraged, and shall have either a window or a functional public access (such as a door or passageway) at least every ten feet. Facades exceeding fifty feet in length shall be visually broken down into bays through the use of architectural elements such as pilasters, reveals, or other three-dimensional surface modulations.

Building facade designs shall respect the historical context of Old Conway with a clear ground floor, body, and cornice line (i.e. "base, body, and cap"). Designs should be contextual to adjacent buildings, including their cornice lines and horizontal banding. The use of traditional facade components is encouraged and includes parapets caps, cornices, transoms, awnings, storefronts, kickplates, recessed entries, and sign bands.

Building corners that face an intersection should strive for a distinctive form and a high level of articulation. Tower elements or other unique corner treatments are strongly encouraged.

Ground-Level Facade Detail

The success of the Urban Zone rests in large part on the ability of business to attract people. They do so by expressing an identity, attracting the attention of the pedestrian, and enticing consumers to enter the store or other ground floor level space. People are drawn to a building at street level where they can see the details and touch the textures.

A minimum of 2/3 of the first story facade shall be windows. First story windows shall be a maximum of three feet above the ground. Please refer to the section titled "Building Materials" for percentage of transparent glass.

Windows should be used to display products and services and maximize visibility into storefronts. With the exception of ground-floor residential units, windows shall not be obscured with elements that prevent pedestrians from seeing inside.

The level of architectural detail should be most intense at street level, within view of pedestrians on the sidewalk. Examples of detail include relief and articulation of the facade to create shadows, decorative elements such as moldings and trim, and textured building materials.

If ground-floor ceilings must be lowered below the height of the ground-level windows, it is strongly recommended that an interior, full-height, three-foot minimum deep space immediately adjacent to the window be provided. This space may be used to form a highly visible "display zone" at the front of the store, establishing an area for unique merchandising.

Building Materials

Urban Zone buildings that establish a strong connection with the street generally include a large amount of transparent glass. Transparency can also have a dynamic positive impact upon the economic liveliness of an area; this is especially true for retail, restaurant, and other commercial enterprises. Transparency allows pedestrians and motorists to see into storefronts, adds visual interest to the passer-by, and blurs the line between the inside and the outside. In addition to glass, the other cladding materials selected can have substantial impacts upon sustainability, property values, and aesthetics, and may be used to add character and charm though creative design. Conversely, certain materials are discouraged or simply not permitted within Old Conway because they are considered inferior, either historically or aesthetically, to more traditional materials.

Of the total amount of glass on the first story facade(s), a minimum of 85% shall be transparent. The remaining 15% may be stained, frosted, or otherwise non-transparent glass. Tinted or reflective glass is discouraged on all floors.

Building materials (other than glass) shall include brick, stone, concrete, architectural metals, stucco/plaster, and wood trim. Historically, these are among the most widely-used, identifiable, and longest-lasting materials within Conway's Urban Zone, and therefore the most desirable for all projects. All materials shall be highly durable, attractive, and easily maintained, especially at street level where pedestrians come in contact with the building.

Prohibited materials shall include wood siding, pressed wood siding, composite siding, vinyl siding, all forms of sheet metal sheathing, and exterior insulated finishing systems (EIFS). These materials are not contextual to Old Conway and are generally perceived to be less permanent in nature, therefore they are not appropriate for use within the Urban Zone.

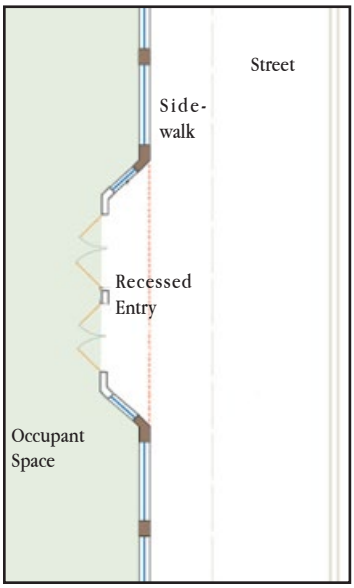
Materials covering the original architectural features of historic or significant buildings are strongly discouraged.

Designers are encouraged to be creative and take liberties within the limits of these regulations, such as here where modern features have been incorporated into a traditional urban area. Designers and developers are urged to recognize that these guidelines are minimums and true excellence may lie beyond them.

Building Entries

Throughout most of Conway, a building's main entrance corresponds directly to vehicular traffic; the side adjacent to the parking facility is the side in which most people will enter the structure. This configuration, while convenient to motorists, represses pedestrian traffic from the sidewalks around the building. In the worst case, there is no pedestrian entrance along the street at all. Main pedestrian entries shall be located on the street to generate pedestrian traffic on the sidewalk. Entrances do not need to be grand or even particularly large, as smaller entries and lobbies leave more room for storefronts.

Storefront entries should be inviting and clearly articulated. There are many traditional techniques to achieve this goal, such as the recessed entry. When designed well, recessed entries provide cover for pedestrians in inclement weather, help identify the location of store entrances, provide a clear area for out-swinging doors, offer opportunities for interesting paving, landscaping, and outdoor displays, and allow indoor merchandise to be prominently displayed without obscuring sight lines.



Primary Commercial Entry

Primary Residential Entry

Creativity and artistic expression is encouraged amongst even the simplest of requirements, like street numbering.

Building entries shall be emphasized with architectural features, changes in the facade plane, different massing, or unique materials and finishes.

The primary pedestrian entry to each building shall be along the street frontage. For buildings that front on two streets, entries shall be located along each frontage or at the corner if the building is at an intersection.

A single entry may provide access to multiple tenants or retail shops, however, it is strongly recommended that each ground-floor occupant (tenant) be provided direct entry to street frontage.

Building entries should be at grade for all structures within the Urban Zone, with a two possible exceptions: first floor residential units such as townhouses or apartments (for privacy purposes), and as a method to prevent water damage in flood-prone areas. All structures must maintain ADA compliance.

Any use confined to a building's upper floors (such as with a mixed-use structure) shall be provided at least one entry located along street frontage to further promote street life. These should be designed as separate entries and distinguished from ground-level uses with architectural details, materials, colors, lighting, signage, and/or paving, so that it is clear which entries are public and which are private.

Recessed entries are encouraged. They should be no wider than 1/3 of the width of the storefront, no deeper than fifteen feet, and no taller than the first story.

All street front doors, as well as the walls which make up recessed entries, shall comply with all transparency requirements as outlined in the previous two sections.

Street addresses shall be clearly displayed with labeling that is a minimum of four inches high. Address labeling greater than ten inches high shall be considered "signage" and therefore shall comply with the Conway Sign Ordinance.

Overhead Cover

The provision of overhead cover along and above the sidewalk is an effective way to improve the pedestrian experience of Urban Zone streets. These covers can take many forms including, but not limited to canopies, awnings, arcades, colonnades, loggias, balconies, and marquees. They aid storefront recognition by drivers and pedestrians with unique color or incorporated signage, and benefit the pedestrian traffic by sheltering those walking from inclement weather. Very often, an overhead cover may help passers-by view merchandise displays or other activity within the structure's ground-floor by reducing glare. Finally, overhead cover can help to minimize heat gain within the building, thereby decreasing energy consumption.

Overhead cover is generally encouraged along and above all sidewalks within the Urban Zone, and may be especially critical when adjacent to retail storefronts. However, overhead cover is not historically accurate in all cases, or even necessary in low-traffic areas. Special consideration should be given based upon the specific design criteria and/or nature of each project.

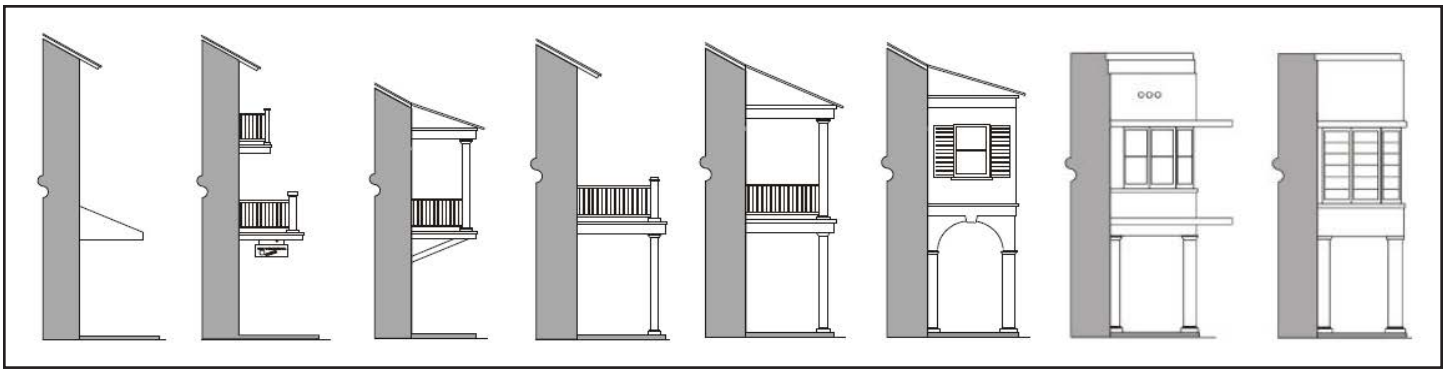
Where desired or required, overhead cover shall be a minimum of eight feet above the sidewalk grade. No cover shall project beyond the curbline of the street.

Where desired or required, all overhead cover designs and colors should complement the structure to which they are affixed as well as others used on adjacent buildings. Awnings, canopies, and marquees should be constructed of fire-resistant fabric, acrylic, metal, wood, glass, or other high-quality material. Arcades, colonnades, balconies, and loggias material should be consistent with the predominant building material of the primary structure, such as concrete or masonry. Plastic and vinyl are strongly discouraged in all cases.

The use of one long awning or canopy which extends across more than one storefront is discouraged. This type of horizontal element directly conflicts with the provisions for vertical "modules" as outlined in the section entitled "Facade Articulation." All overhead cover, especially awning and canopies, should help contribute to a vertically-oriented, pedestrian-scaled appearance by breaking up long expanses of street wall using shorter, variegated sections.

Overhead cover which requires structural support to rest within the right-of-way (i.e. arcades, colonnades, balconies, etc.) shall require approval of encroachment by the Conway City Council. Any encroachment into utility easements shall require approval of Conway Corporation.

Public trees located within the right-of-way take precedence to all overhead cover designs and shall be provided all necessary growing room.



Diagrams of architectural treatments for overhead cover along Urban Zone sidewalks, including awning, balconies, colonnade, and arcades.

Exterior Building & Accent Lighting

Exterior building and accent lighting are dramatic ways to highlight architectural features and bring buildings to life during the evening and nighttime hours. They help light the sidewalk as well, improving safety and security within the public realm. Illuminating building features should create a sense of safe and intimate space around the precinct of the building.

All projects should provide appropriate levels of building mounted lighting on the facade, on and around street furniture, in merchandising display windows, in private landscaped areas, and on signage. Furthermore, illuminating distinctive features of the building, including entries, signage, canopies, and areas of architectural detail and interest, is highly desirable and strongly encouraged. Uplighting or backlighting of façade elements can be dramatic and distinctive. Downlighting should be controlled and focused to prevent glare for adjacent drivers and pedestrians and to not detract from the display window lighting.

Retail storefronts should provide lighting in display windows that spills onto and illuminates the sidewalk, highlighting distinctive features within the building so that they are visible from the outside. This sort of after-hours presentation can enliven the evening street life while capturing additional customers. Display window lighting or lighting in the storefront zone, in general, can provide security and permit window-shopping at all hours of the day and night.

Creativity and artistic expression is highly encouraged when developing a lighting plan. For example, unique designs such as “halo” lighting and RLM downlighting can provide a dramatic backdrop for signage. The use of moving, blinking, or strobe lights is prohibited.

THE STREETSCAPE

Sidewalks

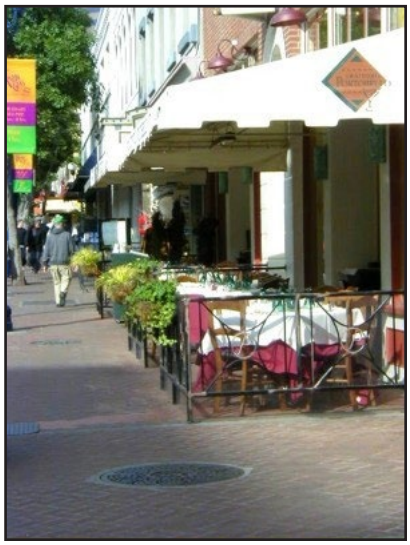
As mentioned earlier, the primary recurring theme found within the Urban Zone is that of "walkability." If the prevailing planning philosophy is that this area be designed more for people than their cars, then the provision of a first-class sidewalk system is, in a word, critical. One characteristic shared by all successful "walkable" cities, is that they make the pedestrian feel safe from the ill-effects generated by vehicular traffic and parking areas. However, the truly great walkable cities go far beyond security; they create a pleasant and enjoyable walking experience -- they make people ***want*** to walk. A well-designed and considerate sidewalk system is the single-most critical component to fostering this type of environment in Conway's Urban Zone.

Sidewalks shall be provided along all street frontages and located within the public right-of-way. Sidewalks shall extend from the structure's facade outward to the existing curbline of the street. Where public sidewalk improvements are necessary, they shall be paved with terrazo, concrete pavers, concrete, stone, brick, tile, or another high quality hardscape material. Asphalt and loose paving such as gravel are not permitted. The paving design and materials should complement the building or storefront architecture and the context of the Urban Zone in general.

Sidewalk Cafes

The provision of an outdoor dining experience along broad, tree-lined sidewalks can further contribute to a sense of excitement for the Urban Zone. Outdoor cafes allows diners the chance to enjoy the weather and watch the pedestrian traffic while being provided customary restaurant services. Restaurants which provide these outdoor areas often benefit not simply from the expanded square footage, but also the increased visibility. The City of Conway may also benefit from outdoor dining through increased tax revenue generated from the additional restaurant business, as well as the overall ambiance associated with outdoor dining. Therefore, restaurants shall be permitted to operate outdoor cafes on public sidewalks within the Urban Zone, provided that pedestrian circulation and access to building entries is not impeded.

The pedestrian circulation space may be located immediately adjacent to the building, as depicted in the photos above and below, or along the curbline of the street, as seen in bottom photo.



All outdoor seating which takes place within the public right-of-way shall require approval of encroachment from the Conway City Council.

No less than five feet of sidewalk shall remain unobstructed by tables, chairs, or other encumbrances, and be available for the free-flow of pedestrian traffic at all times. Eight feet is recommended where sidewalk widths allow.

All sidewalk cafes shall be located in front of or beside the associated restaurant and on the same side of the street. Sidewalk cafes may be located in front of adjacent properties with the permission of that building owner or tenant.

The limits of a sidewalk cafes should be delineated by elements such as planters, posts, low fencing or rope/chain. Fencing which surrounds the entire dining area is permitted, however, it may not be solid, made of plastic, permanently affixed to the ground, or greater than 40" in height. Rope or chain is preferred.

Umbrellas are encouraged as they make the cafe experience more enjoyable by shading diners from the sun, offering limited protection from rain, and adding color to the streetscape. However, they must be removed daily when the restaurant closes and never interfere with pedestrian traffic of vehicular line-of-sight. They should be clean, safe, and well maintained, and there should be no greater than one per table.

Tables and chairs of sidewalk cafes should reflect the character of the restaurant while respecting the spirit of the street design and Urban Zone as a whole. Tables and chairs may remain in the public right-of-way at all times unless otherwise directed by the City for reasons such as special events, emergencies, and inclement weather. Tables and chairs must be constructed of heavyweight, high-quality materials like metal or wood. Lightweight materials like plastic or vinyl which may be blown astray by moderate winds are strongly discouraged.

Freestanding heating and cooling devices are allowed within a restaurant's designated sidewalk cafe area. They must be removed daily at the close of business.

Sidewalk Cafes

Tabletop lighting fixtures, including candles, are allowed within the area, and must be removed at the close of business each day. Low-intensity accent lighting is desirable. No intensive exterior lighting or floodlighting is permitted.

One host/hostess stand is allowed within the area, and must be removed daily at the close of business.

Exterior sound systems may provide soft music to assist in masking the clamor of the street noise and add to the ambiance of the dining experience. However, it should never be so loud that it becomes a nuisance to adjacent properties or others within the right-of-way.

No signs are permitted in the cafe area except tabletop signage, menu signs, "please wait to be seated" signs, and any other permitted by the Conway Sign Ordinance. All signage shall be removed each day at the close of business.

Trash cans are discouraged within a restaurant's designated sidewalk cafe area, as they attract nuisance creatures and insects as well as harbor the potential for foul odors. Trash should always be promptly removed from the cafe area and disposed of inside the restaurant. Sidewalk cafes may not use the permanent public trash cans within the right-of-way.

Sidewalk cafes may not use City-supplied electricity or extension cords running from within a building. All restaurants desiring a sidewalk cafe should have their own outlets installed along the street wall.

The outdoor dining experience can be dramatically enhanced with such things as thoughtful lighting, space heating or cooling, soft music, and appropriate accessories which help to bring the "inside out."

Sidewalk Furniture, Public Art, and Other Accessories

Private street furniture, public art, and other accessories can add to the distinctive look of a building or storefront. While in certain areas, the City may have provided street furniture, the private sector may further enhance the pedestrian realm with the use of benches, pots, planters, and public art where desired. Pots and planters in front of storefronts contribute color and soften the streetscape. Public art provides visual interest for pedestrians and creates sense of place and identity.

Street furniture and accessories may be located within the public sidewalk immediately adjacent to the host structure. All shall be constructed of durable materials, correspond to the general aesthetic character of the Urban Zone, and not be harmful to any public streetscape materials (such as the sidewalk surface). All furniture and accessories shall be removable when necessary.

All art displayed within the public right-of-way, to include sculptures, wall murals, or any other forms, shall be submitted for approval by the Conway City Council. Public artwork may not be used as an advertising or marketing tool for its host property.

Exhibiting public art and landscaping may beautify, lift-up and enlighten a public space.

Signage

All signage shall adhere to the guidelines and regulations detailed within Ordinance O-06-134 (Article 1301, City of Conway Zoning Ordinance) and all amendments thereto, all overlay district regulations which may apply, and any and all other current laws pertaining to signage.

All signage should be considered integral to site and structure design, and should complement the design character of those features as well as that of the Urban Zone in general.

Sign styles, size, height, scale, colors, location, and material shall strongly relate to the design of the structures which they serve.

Types of signage which may be considered for use within the Urban Zone includes, but is not limited to wall signs, blade signs, awning/canopy signs, windows signs, A-frame signs, and roof signs.

Outdoor Merchandise

The display of goods for sale outside of a storefront is an excellent technique to blur the line between the inside and the outside while adding visual interest to the street. Building owners and tenants may sell merchandise outdoors without a permit. However, no less than five feet of sidewalk shall remain unobstructed by any goods or other encumbrances, and be available for the free-flow of pedestrian traffic at all times. Eight feet is recommended where sidewalk widths allow. All outdoor merchandise shall be removed each day at the close of business.

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PART FOUR

Civic and Institutional Guidelines

old
conway
DESIGN
OVERLAY
DISTRICT

MONUMENTAL CHARACTER

Civic and institutional facilities are focal points, both visually and functionally, within the City. Unlike other land uses, these facilities are often referred to as "landmarks," and should therefore visually stand apart from their surroundings while still remaining compatible with other uses in their area. If not carefully planned, these types of projects can also have detrimental impacts on surrounding uses that are different in nature, such as tranquil residential neighborhoods. For these reasons, appropriate locations for these building types must be carefully considered.

Civic and institutional areas include the buildings and open public spaces of the following types of uses: government facilities, schools, libraries, hospitals, museums, community centers, banks, churches and religious uses, and recreational facility buildings and parks. These structures usually have a larger surrounding site and their architectural design reflects their importance in the life of the community. Civic buildings should relate to the styles in Old Conway as outlined in Parts One through Three in terms of materials, details, and articulation; however, they may vary in massing and scale to be more monumental than other uses.

Site Planning

Landmarks and focal points should be created by placing "signature" civic and institutional facilities in high visibility locations, such as key visibility intersections or at the end of a prominent street axis.

Buildings should either be set back from the street within a campus-like green space on larger sites, or directly "address" the street with a minimal setback if the site is more constrained in size.

When compatible, locate facilities adjacent to or within publicly accessible open spaces.

Public entrances should be clearly defined and face the street. Porticoes, awnings and other entryway features that are integral to the building design are encouraged.

Pedestrians should be given the ability to safely cross at intersections near civic and institutional facilities. All street intersections with arterial and collector streets in the vicinity should utilize marked crosswalks. At signalized intersections in the vicinity, pedestrian activated crosswalks should be installed.

In all possible cases, civic and institutional sites should be designed to allow the structure to occupy the most prominently visible area of the site. Methods may include placing it immediately along street frontage or setting behind a large green or plaza space.

Landscaping

Civic and institutional facilities with minimal street setbacks and urban streetscapes should provide appropriate urban landscaping. Appropriate landscaping is addressed and outlined in the Urban Zone Guidelines section of this pattern book. Appropriate landscaping includes; wide sidewalks with tree wells and planters, sidewalk furniture, public art, and unique paving materials.

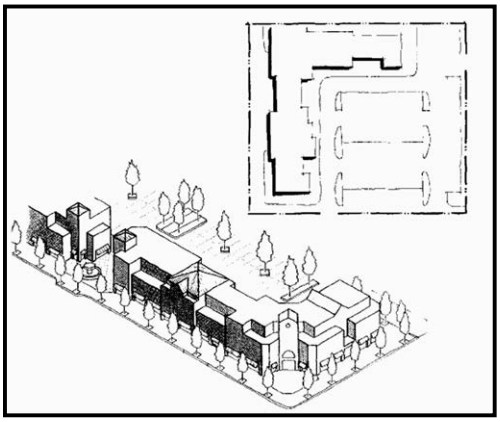
Civic institutional facilities with campus like green space on larger sites should incorporate large and monumental landscaping features such as; canopy trees, large shrubs, open green spaces, plazas, water features, and large public art pieces.

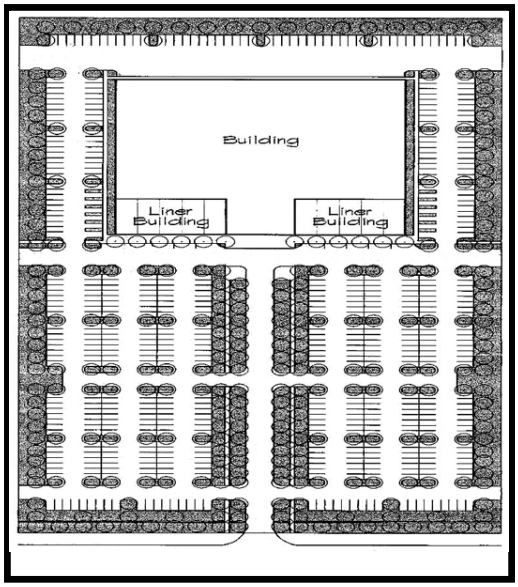
Parking

Parking for urban civic and institutional facilities should fit the character of urban areas as outlined in the Urban Zone Guidelines section of this pattern book. Surface parking areas are to be located in the interior of a block to allow structures to remain the dominant visual element from the public realm. Parking lots should never be located block corners.

Where parking lots must abut a public sidewalk visual buffers such as fencing, walls, and/or landscaping shall be provided.

Parking areas for civic and institutional facilities with a large campus and green spaces shall follow the design regulations as outlined in the City wide Conway Development Review Guidelines, Section 1101 of the Conway Zoning Ordinance. These guidelines include; hierarchy of circulation, pedestrian circulation, landscaping, screening, trees, and tree islands.





Architecture

There is a difference between massively scaled buildings and monumentally scaled buildings. Monumental buildings still relate to the human scale but are carefully made larger to exhibit a sense of importance. Buildings such as churches and institutional buildings are often built with this kind of scale in mind. Massive buildings are simply huge buildings that are not intended to relate to human scale.

While the height, mass and bulk of civic and institutional facilities may be greater than adjacent uses, building materials and façade scale elements should be chosen to complement other buildings in the surrounding area. In general, the height of civic buildings should be in keeping with other structures within Old Conway. However, to increase the prominence of civic and institutional projects in the community, any architectural elements of these buildings which exceed the height of surrounding buildings, which remain complimentary to the primary design concept of the building while also helping to create a visual landmark status for the structure and site, should be considered appropriate.

The creation of visually strong and attractive buildings is a key element to the design of civic and institutional facilities. New facades should be well composed, and articulated with a variety of materials and planes. The "style" of facilities in new neighborhoods should draw upon "authentic" historic styles found in Old Conway for design inspiration, to create bold and visually appealing designs. Classical details are appropriate.

Public entrances should be prominent, preferably through the use of a portico or awning that will provide weather protection. Sidewalks should be broad in width, and where buildings are set back from the street, public art or other features are strongly encouraged.

Lighting

Exterior building and accent lighting are dramatic ways to highlight architectural features and bring buildings to life during the evening and nighttime hours.

Illuminating distinctive features of the building, including entries, signage, canopies, and areas of architectural detail and interest, is highly desirable and strongly encouraged. In particular, uplighting or backlighting of façade elements can be dramatic and distinctive -- creativity and artistic expression is highly encouraged when developing a lighting plan.

In all cases, lighting should be designed as an integral feature of the building and site, and be used to highlight building features.

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APPENDIX

Signage
(District-wide)

In almost every case, signage within the Old Conway Design Overlay District will adhere to the guidelines and regulations detailed within Ordinance O-06-134 (Article 1301, City of Conway Zoning Ordinance; hereafter referred to as the "Conway Sign Ordinance") and all amendments thereto, all overlay district regulations which may apply, and any and all other current laws pertaining to signage. The one exception to the aforementioned guideline is for the area measurement for those signs most commonly referred to as "freestanding" signs.

A freestanding sign is a sign supported permanently upon the ground by poles or braces and not attached to any building. Most commonly, these signs take the form of a 'monument' sign or 'post-and-arm' sign. In no case shall any freestanding sign within the Old Conway Design Overlay District exceed sixteen square feet in area per side (as defined by Section 8.0 of the Conway Sign Ordinance), and a maximum height of four feet, without an exception granted by the Historic District Commission.

All signage should be considered integral to site and structure design, and should complement the design character of those features as well as that of the Urban Zone in general. Sign styles, size, height, scale, colors, location, and material shall strongly relate to the design of the structures which they serve.

Sidewalk Vendors & Pushcarts

Vendor kiosks and pushcarts located within the public right-of-way are a welcome addition to Urban Zone streets. They provide a convenient place to buy food or goods and add life to the streetscape.

All kiosks and pushcarts which operate within the public right-of-way shall require approval of encroachment from the Conway City Council. Specific locations for these operations may be prescribed by City Council. All vendors must have written permission from the respective building owner or tenant if the proposed kiosk or pushcart is to operate immediately adjacent to a permanent storefront. At no time may any vendor operate within an area reserved for outdoor dining, or obstruct pedestrian or vehicular traffic or building entrances

Kiosks and pushcarts may only be operated between the hours of 7:00 a.m. and 10:00 p.m. All kiosks and pushcarts must be removed from view when not in operation.

Kiosks and pushcarts shall be made of durable materials, be self-contained, and present a clean and well-maintained appearance. No untreated wood shall be visible. All materials and methods shall be in accordance with public safety and meet all health department standards. Vendor carts may incorporate professional signage and umbrellas.

Street Performers

Street performers, also known as "buskers," can add a lively, colorful, and entertaining dimension to the sidewalks and parks of the Urban Zone.

Street performers may not obstruct pedestrian or vehicular traffic or building entrances. At no time may any performer operate within an area reserved for outdoor dining, unless instructed/hired to do so by that establishment.

There is a maximum performance time for music of two hours per performer/group, per location, per day, except for performers hired by a business and located within that business' permitted encroachment area.

Performances are discouraged between the hours of 10:00 p.m. and noon the following day.

Amplification is generally discouraged. Any music should never be so loud that it becomes a nuisance to adjacent properties or others within the right-of-way.

Material Manufacturers

The following partial list of national manufacturers of building products, this is provided as a starting point for homeowners in their search for appropriate materials for their home improvement efforts.

General Resources Periodical
Clem Labine's Period Homes
(http://www.period-homes.com)
The professional's resource for residential architecture.

Windows
Marvin (http://www.marvin.com)
Wood double-hung and casement Clad double-hung and casement with aluminum trim accessories
Replacement sash w/profiled aluminum panning
Wood or clad simulated divided lights (SDL)
French doors
Caradco
(http://www.jeld-wen.com/windows/wood/caradco)
Wood double-hung and casement
Clad double-hung and casement with aluminum trim accessories
Wood or clad simulated divided lights (SDL)
French doors
Windsor (http://www.windsorwindows.com)
Wood double-hung and casement
Cellular PVC Legend Series double-hung and casement
Wood or PVC simulated divided light (SDL)
Direct set transoms and sidelights

Shutters
Southern Shutter Company
(http://www.southernshutter.com)
J&L Shutters (http://www.jlshutters.com)
Stephen Fuller Signature Series (composite shutters, Permex)

Entry Doors
Simpson (http://www.simpsondoor.com)
Wood doors: Appropriate for all styles; hard to find Arts & Crafts door (#1662) is less than $400; several hard-to-find 2/3 light Victorian doors; European Romantic doors
Nord (http://jeld-wen.com/windows/wood/norco)
Wood doors: Classical and Colonial Revival styles, some Victorian and European Romantic doors
ThermaTru (http://www.thermatru.com)
Fiberglass and Premium Steel Series
Steel Doors: Classical, Colonial Revival and Victorian styles; acceptable European Romantic and Arts & Crafts doors
Stanley (http://www.stanleyworks.com)
Fiberglass and steel doors: Classical, Colonial Revival and Victorian styles; acceptable European Romantic doors
Peachtree (http://www.peach99.com)
Fiberglass and steel doors: Classical, Colonial Revival and Victorian styles; acceptable European Romantic doors Columns
Columns
Turncraft (http://www.turncraft.com)
Architecturally correct round and square composite and wood columns; Arts & Crafts tapered square "Polybox"; composite columns
Column & Post (http://www.columnpost.com)
Architecturally correct round and square composite columns
Somerset (http://www.somersetcolumns.com)
Architecturally correct round and square wood columns and pilasters
HB&G (http://www.hbgcolumns.com)
PermaPorch system: Cellular pvc; 2x2 square or turned balusters with "Savannah" top rail

Exterior Siding (synthetic options)
James Hardie (http://www.jameshardie.com)
Hardiplank (fiber cement), lap siding, shingle, panel, and soffit products
Georgia-Pacific (http://www.gp.com)
Fiber cement cladding board

Exterior Molding,Trim & Brackets (synthetic options)
Chemcrest (http://www.chemcrest.com)
Classic Moulding & Door: Crown, bed, casing, and brackets in polyurethane
Azek (http://www.azek.com)
Cellular PVC flat sheet (4' x 8', 4' x 10' and 4' x 12') for gables, soffits, etc. 3/4'' thick trim boards, 5/4'' thick trim boards (4'' and 6'' widths), tongue-and-groove paneling
Royal Wood (http://www.royalwood.com)
Composite 1x trim boards, brickmould and T&G paneling for porch ceilings
Fypon or Duraflex (http://www.fypon.com)

Porch Ceilings
Georgia-Pacific (http://www.gp.com)
"PlyBead Classic" or T&G beaded paneling

Fencing (synthetic options)
Kroy (http://www.kroybp.com)
Classic Manor Collection: Vinyl fences in traditional designs and profiles

Garage Doors
Designer Door (http://www.designerdoors.com)
Clopay Doors (http://www.clopay.com)

Roof Shingles & Tiles (synthetic options)
Majestic Skylines (http://www.majesticskylines.com)
Synthetic slate
Owens Corning (http://www.miravistaroof.com)
MiraVista specialty roofing: synthetic shakes, slate, copper, and metal
Berkshire Collection: composite shingles
Tamko Roofing Products (http://www.lamarite.com)
Lamarite slate composite shingles

Resources

American House Styles. Baker, John
2002 Norton

Identifying American Architecture. Blumenson, John
1995 Rowman & Littlefield

The Visual Dictionary of American Domestic Architecture. Carley, Rachel 1997 Henry Holt

The Grammar of Architecture. Cole, Emily
2002 Bullfinch

Clues to American Architecture. Klein, Marilyn W. and Fogle, David P. 1986 Starrhill Press

Architecture of the Old South. Lane, Mills
1993 Abbeville Press

A Field Guide to American Houses.McAlester, V. & L.
1984 Random House

Written in the Bricks. Miller, MaryCarol

Lost Landmarks in Mississippi. Miller, Mary Carol

Classic New Orleans. Mitchell,Willian R Jr. 1993
Martin-St. Martin Publishing Company

What Style Is It? Poppeliers, John
1977 John Wiley & Sons

Traditional Details for Rehabilitation and Reconstruction. Ramsey, C. & Sleeper, H. 1998
John Wiley & Sons

A Concise History of American Architecture.
Roth, Leland 1980 Westview Press
American Homes, An Illustrated Encyclopedia of

Domestic Architecture.Walker, Lester
1996 Black Dog & Leventhal

The American Vignola.Ware,William R.
1994 Dover

The SmartCode, a product of Duany Plater-Zyberk & Company (DPZ), is available at:
http://www.placemakers.net/info/smartcode.html

PPrints & Photographs Online Catalog – Historic American Buildings Survey/Historic American Engineering
Record (HABS-HAER) Collection:
http://lcweb2.loc.gov/pp/hhquery.html

Approved Tree List

It is suggested, but not required, that materials used to meet the standards for plantings within open spaces be from this list.

New landscape plantings need to become well established before they become effectively drought tolerant. Therefore, it is imperative that new plantings receive food follow-up care until they are established.

Deciduous Canopy Trees

Acer rubrum species	Red Maple
Acer saccharum species	Sugar Maple
Aesculus spp.	Buckeye
Betula nigra	River Birch
Carya illinoensis	Pecan
Carya spp.	Hickories
Catalpa speciosa	Northern Catalpa
Celtis occidentalis	Hackberry
Diospyros virginiana	Persimmon
Fagus grandifolia	American Beech
Fraxinus americana	White Ash
Fraxinus pennsylvanica	Green Ash
Ginkgo biloba	Ginkgo Tree
Gymnocladus dioicus	Kentucky Coffeetree
Juglans nigra	Black Walnut
Liquidambar styraciflua	Sweetgum
Liriodendron tulipifera	Tuliptree
Magnolia acuminate	Cucumbertree
Nyssa sylvatica	Blackgum
Platanus acerifolia	London Planetree
Platanus occidentalis	Sycamore
Prunus serotina	Black Cherry
Quercus acutissima	Sawtooth Oak
Quercus alba	White Oak
Quercus coccinea	Scarlet Oak
Quercus falcata	Southern Red Oak
Quercus lyrata	Overcup Oak
Quercus macrocarpa	Bur Oak
Quercus michauxii	Swamp Chestnut Oak
Quercus muehlenbergii	Chinkapin Oak
Quercus nigra	Water Oak
Quercus nuttalli	Nuttall Oak
Quercus pagoda	Cherrybark Oak
Quercus palustris	Pin Oak
Quercus phellos	Willow Oak
Quercus prinus	Chestnut Oak
Quercus rubra	Northern Red Oak
Quercus shumardii	Shumard Oak
Quercus stellata	Post Oak
Quercus velutina	Black Oak
Salix babylonica	Weeping Willow
Sassafras albidum	Sassafras
Taxodium distichum	Baldcypress
Tilia americana	American Linden
Tilia cordata	Littleleaf Linden
Ulmus parvifolia	Chinese/Lacebark Elm
Zelkova serrata	Japanese Zelkova
Robinia pseudoacacia	Black Locust

Deciduous Understory Trees

Acer buergeranum	Trident Maple
Acer ginnala	Amur Maple
Acer palmatum	Japanese Maple
Acer pensylvanicum	Striped Maple
Acer spicatum	Mountain Maple
Aesculus pavia	Red Buckeye
Amelanchier arborea	Serviceberry
Asimina triloba	Pawpaw
Bumelia lycioides	Buckthorn Bumelia
Carpinus betulus	European Hornbeam
Carpinus caroliniana	Hornbeam
Cercis canadensis	Eastern Redbud
Chionanthus virginicus	Fringetree
Cladrastis kentukea	Yellowwood
Cornus florida	Flowering Dogwood
Cornus kousa	Kousa Dogwood
Cotinus obovatus	Smoketree
Crataegus phaenopyrum	Washington Hawthorne
Crataegus viridis 'Winter King'	Winter King Hawthorne
Franklinia alatamaha	Franklin Tree
Halesia carolina	Carolina Silverbell
Hamamelis virginiana	Witch Hazel
Koelreuteria paniculata	Golden Raintree
Magnolia x soulangiana	Saucer Magnolia
Malus species	Crabapple
Ostrya virginiana	Hophornbeam
Prunus 'Okame'	Okame Cherry
Prunus caroliniana	Caroline Cherry Laurel
Prunus x yedoensis	Yoshino Cherry
Rhus copallina	Shining Sumac
Rhus typhina	Staghorn Sumac
Styrax spp.	Snowbel
Symplocus tinctoria	Sweetleaf
Syringa reticulata	'Ivory Sue' Lilac Tree

Evergreen Canopy Trees

Abies concolor	White Fir
Cryptomeria japonica	Japanese Cryptomeria
Cupressocyparis leylandii	Leyland Cypress
Juniperus scopulorum	Rocky Mountain Juniper
Juniperus virginiana	Eastern Red Cedar
Magnolia grandiflora	Southern Magnolia
Picea abies	Norway Spruce
Picea pungens	Colorado Spruce
Pinus bungeana	Lacebark Pine
Pinus echinata	Shortleaf Pine
Pinus nigra	Austrian Pine
Pinus strobus	White Pine
Pinus taeda	Loblolly Pine
Pinus thunbergii	Japanese Black Pine
Pinus virginiana	Virginia Pine
Thuja plicata	Western Red Cedar
Tsuga canadensis	Canadian Hemlock
Tsuga carolininana	Carolina Hemlock

Evergreen Understory Trees

Ilex opaca species	American Holly
Ilex latifolia	Lusterleaf Holly
Ilex x 'Nellie R. Stevens'	Nellie R. Stevens Holly
Ilex x attenuata 'Fosteri'	Foster's Holly
Ilex x attenuate 'Savannah'	Savannah Holly
Magnolia virginiana	Sweetbay
Prunus caroliniana	Cherry Laurel

Glossary

Unless specifically defined below, words or phrases shall have the same meaning they have in common usage.

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

ALTERATION - Any project involving change of or addition to an existing building as it pertains to exterior of the building as viewable from a public right of way

AREA OF INFLUENCE - The affected area to be notified for a public hearing as determined by a specific type of construction, alteration, restoration, moving or demolition as described in the individual categories found in the guidelines for review adopted by the Historic District Commission.

BUILDING - Any structure having a roof supported by columns or walls for the housing or enclosure of persons or animals.

CERTIFICATE OF APPROPRIATENESS - A document awarded by the Historic District Commission allowing an applicant to proceed with a proposed new construction or addition in a designated area or site, following a determination of the proposal's suitability according to applicable criteria.

CHARACTER - The qualities and attributes of any structure, site, street or district.

CONTEMPORARY - Reflecting characteristics of the current period. Contemporary denotes characteristics which illustrate that a building, structure, or detail was constructed in the present or recent past rather than being imitative or reflective of a historic design.

DETAILING - Architectural aspects that, due to particular treatment, draw attention to certain parts or features of a building.

DESIGN GUIDELINES - Criteria developed by preservation commissions to identify design concerns in an area and to help property owners ensure that rehabilitation and new construction respect the character of designated buildings and districts.

ELEMENT - A material part or detail of a site, structure, street, or district.

ENTRANCE AREA - The area of access to the interior of the building including the design, location, and materials of all porches, stairs, doors, transoms, and sidelights.

EXTERIOR ARCHITECTURAL FEATURES - The architectural style, design, and general arrangement of the exterior of a structure, including the kind and texture of the building material and the type and style of all windows, doors, light fixtures, signs, and other appurtenant fixtures

FACADE - A face of a building.

HEIGHT - The vertical extent of a building measured in stories, not including a raised basement or attic. Height limits do not apply to masts, belfries, clock towers, chimney flues, water tanks, elevator bulkheads, and similar structures. Height shall be measured from the elevation of the lowest finished floor level to the highest point of the building.

HISTORIC STRUCTURE - Generally any building 50 years or older or any building determined to be historically significant by an appropriate authority - local, state, or national.

LOT COVERAGE – For the purposes of this ordinance, the area covered by all impermeable surfaces including the primary structure, drives, sidewalks, ancillary buildings, etc.

Glossary

MASSING - Volume, magnitude, or overall size of a building.

OUTBUILDING – An accessory building, usually located towards the rear of the same lot as the principal building. An outbuilding 160 square feet in area or larger requires that the structure be constructed with a foundation and is considered a permanent structure.

OWNER OF RECORD - The person, corporation, or other legal entity listed as owner on the records of Faulkner County.

PRESERVATION - The maintenance of a property without significant alteration to its current condition.

PROPORTION - Relationship of height to width of the building outline as well as individual components.

PUBLIC NOTICE - The classified advertisement of an event, such as a preservation commission meeting, that is published in the local newspaper and posted in the city government building in order to notify the general public of the upcoming event.

REHABILITATION - The process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values.

RESTORATION - The process of returning a building to its condition at a specific time period, often to its original condition.

RHYTHM - A harmonious or orderly recurrence of compositional elements at regular intervals, including the location of doors and the placement of windows, symmetrically or asymmetrically and their relative proportion.

ROOF AREA - The outside covering of a building or structure extending above the vertical walls including the form, material, and texture of the roof, including the slope, pitch, and spacing of roof covering. Roof area also includes but is not limited to size, design, number, and location of dormers; the design and placement of cornices; and the size, design, material, and location of chimneys.

SCALE - The relative dimension, size, degree or proportion of parts of a building to one another or group of buildings.

SITING - Location of a building in relationship to the legal boundaries and setbacks, adjacent properties, and the natural conditions of the site. .

STRUCTURE - Any construction, or any production or piece of work artificially built up or composed of parts joined together in some definite manner. That which is built or constructed; an edifice or building of any kind.; excluding but not limited to, electric and cable television distribution and transmission lines, poles and equipment, fire hydrants and wastewater collection manholes.

TEXTURE - The visual or tactile surface characteristics created by shape, arrangement, and distribution of the component materials.

WALL AREAS - The vertical architectural member used to define and divide space. This includes but is not limited to kind, texture, and exposure of wall sidings and trims and the location, number, and design of all window and door openings.

ORDINANCE NO. O-06-139

AN ORDINANCE CREATING AN OLD CONWAY DESIGN OVERLAY DISTRICT:

Amended: O-07-46; O-09-86; O-11-27, O-15-28, O-15-124, O-15-137

Whereas, the City of Conway wishes to preserve the historic character of the older residential areas in Conway by requiring new construction to conform to proper design standards, and;

Whereas, the City of Conway wishes to preserve the historic character of the older commercial areas in Conway by requiring new construction in the central business district to conform to proper design standards;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CONWAY, ARKANSAS:

Section 1: Ordinance Section 1: Boundaries
The Old Conway Design Overlay District is hereby approved and established by reference for the purpose of enhancing and protecting the aesthetics, sustainability, and the historic nature of Old Conway. All uses inside an area described by the following boundaries unless specifically exempted shall be subject to the regulations contained in this ordinance:

Area: Robins Street west from Griffith Street to Donaghey Avenue, thence north along Donaghey Avenue to Bruce Street, thence west along Bruce Street to Western Avenue, thence northward along Western Avenue to College Avenue, thence east along College Avenue to Augusta Avenue, thence north along Augusta Avenue to Robinson Avenue, thence west along Robinson Avenue to the southwest corner of Lot 1 Taylor Replat, thence north along the west line of Lot 1 Taylor Replat to Western Avenue, thence continuing north along Western Avenue to Poplar Street, thence east along Poplar Street to Donaghey Avenue, thence north along Donaghey Avenue to Hairston Avenue, thence east along Hairston Avenue to Clifton Street, thence north along Clifton Street to Tyler Street, thence east along Tyler Street to Washington Avenue, thence north along Washington Avenue to Fleming Street, thence east along Fleming Street to Harkrider Street, thence south along Harkrider Street to Winfield Street, thence west along Winfield Street to Washington Avenue, thence southward along Washington Avenue to Independence Street, thence eastward along Independence Street to Spruce Street, thence continuing eastward along Spruce Street to the intersection of Harkrider Street and Siebenmorgen Road, thence east along Siebenmorgen Road to Interstate 40, thence southeasterly along Interstate 40 to Gum Street, thence south along Gum Street to Merriman Street, thence west along Merriman Street to Ingram Street, thence south along Ingram Street to 6th Street, thence west along 6th Street to Harkrider Street, thence southward along Harkrider Street to Bruce Street, thence west along Bruce Street to Griffith Street, then southward along Griffith Street to Robins Street and the point of beginning; and Lots 10 through 14 of Block 1 of the Browns Addition

Less and except the Asa P. Robinson Historic District and any future officially recognized Certified Local Government Historic District.

Less and except the Markham Street Neighborhood described as the area West of Harkrider Street; North of Van Ronkle Street; East of the Union Pacific Railroad right of way; and South of Spruce Street; and South of Markham Street/Siebenmorgen roundabout right of way. (Ordinance O-15-28)

Within this above described boundary are three distinct zones; the Urban Zone, Transition Zone, and Suburban Zone as mapped on Exhibit A of this ordinance.

Section 2: The Conway Historic District Commission shall serve as the reviewing body of the Old Conway Design Overlay District.

Section 3. Application for Certificates from the Commission

A. **Considerations of the Commission.** In passing upon cases involving new construction or additions to existing structures, the Commission shall consider the appropriateness of the size and shape of the building or structure both in relation to the land area upon which the building or structure is situated and to buildings and structures in the vicinity, and the Commission may in appropriate cases impose dimensional and set back requirements in addition to those required by applicable ordinance or by-law. The Commission shall not consider interior arrangements. The Commission shall not make any recommendation or requirement except

for the purpose of preventing developments incongruous to the historic aspects or the architectural characteristics of the surroundings and of the Old Conway overlay district.

B. **Submission Requirements.** No new building or structure or exterior renovation requiring a building permit or remodeling permit within the Old Conway Design Overlay District shall be constructed or altered in any way that affects exterior architectural features unless the Commission shall first have issued a certificate of appropriateness with respect to such construction or exterior renovation.

Any person who desires to obtain a certificate of appropriateness shall file with the Commission an application in such form as the Commission may reasonably determine, together with such plans, elevations, specifications, materials and other information, as may be reasonably deemed necessary by the Commission to enable it to make a determination on the application.

The Permits and Inspections Department shall issue no building permit for new construction of a building or structure or for alteration of an exterior architectural feature within the Old Conway Design Overlay District until the Commission or Planning and Development Department has issued the certificate of appropriateness required by this section.

Minor Construction Departmental Approval: Outbuildings 160 square feet or less and exterior renovations / additions that add no more than 75 square feet to an existing structure may be approved by the Director of Planning and Development. These approvals must be reported to the Conway Historic District Commission at the next regularly scheduled Conway Historic District Commission Meeting. Sidewalk repair or construction shall not be required when approved departmentally.

C. **Commission Powers and Duties.** The Commission shall have the following powers, functions and duties related to issuance of certificates:

1. If the Commission determines that the construction or alteration for which an application for a certificate of appropriateness has been filed will be appropriate for or compatible with the preservation or protection of the Old Conway Design Overlay District, the Commission shall cause a certificate of appropriateness to be issued to the applicant. In the case of a disapproval of an application for a certificate of appropriateness the Commission shall record the reasons for such determination and shall notify the applicant of these reasons. The Commission may make recommendations to the applicant with respect to appropriateness of design, arrangement, texture, material, and similar features. Prior to the issuance if any disapproval, the Commission may notify the applicant of its proposed action accompanied by recommendations of changes in the applicant's proposal which, if made, would make the application acceptable to the Commission. The Commission shall, as feasible, identify sources of additional information, technical assistance and financial incentives, which may eliminate the area of concern. The Old Conway Design Overlay District Pattern Book should be used as a design guide to clarify the requirements of this ordinance. If, within fourteen days of the receipt of such notice, the applicant files a written modification of his application in conformity with the recommended changes of the Commission, the Commission shall issue a certificate of appropriateness to the applicant.
2. Each certificate issued by the Commission shall be dated and signed by its Chairman, Vice-Chairman, Secretary, or such other person designated by the Commission to sign such certificates on its behalf. Each certificate issued by the Commission shall also be accompanied by a document substantiating in sufficient detail, the basis of the determination. Certificates are valid for one full year from the date of issuance and must be revalidated by the Commission if substantial work has not been completed by the end of this period.
3. The Commission shall file with the City Clerk, Planning Department, and with the City Permits and Inspections Department a copy or notice of all certificates, determinations of disapproval and substantiating documents issued by it.

Section 4. Meetings of the Commission

A. **Voting:** The Commission shall hold meetings at the call of the Chairman and at the request of two members of the Commission, and in such other manner as the Commission shall determine in its rules. A majority of the members of a Commission shall constitute a quorum. The concurring vote of a majority of the members of the Commission shall be necessary to issue a certificate of appropriateness.

B. **Review of Application:** Planning Staff shall determine promptly, and in all events within fourteen (14) days after the filing of an application for a certificate of appropriateness whether the application involves any exterior architectural features which are subject to approval by the Commission. If the Planning Staff determines that such application involves any such features which are subject to approval by the Commission, the Commission shall hold a public hearing on such application.

C. **Hearing an Application:** The Commission shall meet as necessary to review an application(s). Upon the setting of a date, time, and place for the meeting, the applicant shall be notified of said date and time. The applicant shall then follow the procedure outlined below:

1. Prior to the Historic District Commission formally reviewing the application request, the applicant must take all necessary action to ensure that the entirety of the property under review has the appropriate land-use designation(s) as prescribed by the City of Conway Zoning Ordinance. (e.g. Zoning Classification and/or Conditional Use Permit)
2. The applicant shall file an application with the Conway Historic District for review. Said application shall be filed no less than fifteen (15) days prior to the Conway Historic District Commission meeting.
3. The HDC shall post a public notice on the Old Conway Design Overlay and/or HDC website(s) announcing the public hearing no less than fifteen (15) days prior to the Historic District Commission meeting.
4. The applicant will be required to notify, by prepaid first class mail and/or petition, all property owners within two hundred (200) feet as listed on the most recent real estate tax list of the Faulkner County Assessor's Office. The applicant shall mail said letter and/or gather signatures no less than fifteen days prior to the Historic District Commission meeting. In this letter and/or petition, the applicant shall state the date and time of the meeting. A copy of the first class letter and/or petitions shall be submitted to the Planning Department staff not less than ten (10) days prior to the Historic district Commission meeting along with a simple map showing the location of the property in question and the owners within 200 feet of the property.
5. In addition, the applicant shall post one or more "Design Review" signs on the premise of said property. Such sign(s) shall be clearly visible, unobstructed to the passing general public, and posted on or near the existing front property line not later than fifteen (15) days prior to the public hearing. The applicant shall obtain the disposable sign from the Conway Planning Department and shall pay a fee of seven dollars and fifty cents ($7.50) for the sign. The fee is not returnable.
6. The Conway Historic District Commission shall hold one (1) or more public hearings thereon.

Disapproval: If a design is not approved or no determination is made by the Conway Historic District Commission, the petitioner may appeal such disapproval or inaction to the City Council in writing, stating why he/she considers the Conway Historic District Commission's findings and decisions to be in error. Such appeal shall be filed with the Planning Department within thirty (30) days of the date the Conway Historic District Commission disapproves the design review. If such a request is not appealed, the decision of the Conway Historic District Commission shall be final and no further action on the request shall take place.

Section 5. Enforcement

Any work started without a certificate of Appropriateness or work found not to be in accordance with the Certificate of Appropriateness, or upon notification of such fact by the Conway Historic District Commission and/or City staff, the building inspector shall issue a stop work order and all work shall immediately cease. No further work shall be undertaken on the project as long as a stop work order is in effect. Stop work orders and penalties for non-compliance with such will be enforced according to other applicable laws. A decision shall be made by the Conway Historic District Commission concerning the stop work order within five (5) business days. Any person who violates any of the provisions of this Ordinance shall be guilty of a misdemeanor, and upon conviction thereof shall be fined

ten dollars ($10.00) to five hundred dollars ($500) per day, in accordance with state statute. Each day that a violation continues to exist shall constitute a separate offense.

Section 6: Standards

Proposed new construction, additions, and outbuildings (accessory buildings) 160 square feet or more; requiring a building permit within the Old Conway Design Overlay District shall respect and relate to the special character of the district. In making its determination, the Conway Historic District Commission shall consider without being limited to the following criteria:

1. New construction shall be judged on its compatibility with the existing neighborhood and area of influence.
2. The architectural or historic value or significance of the surrounding area
3. The general compatibility of the proposed construction
4. Any other factor, including visual and aesthetic, considered pertinent
5. The exteriors of public facades (street facing) shall be more carefully reviewed than other facades
6. Old Conway Design Overlay Pattern Book

Additions to existing buildings shall be judged in the same manner as new construction and shall complement the design of the original building.

All specific numbers listed in Section 6 Standards such as setbacks, lot coverage, heights, footprints, etc. shall be used as minimal guidelines to produce desired development in the Old Conway area. However, due to the unique nature of Old Conway and its traditional pattern of development, the Conway Historic District Commission may grant exceptions to these numbers on a case by case basis without considering or setting precedent in order to allow development that is appropriate to unique circumstances. In no case shall an exception be made to not construct or pay an in-lieu fee for sidewalks.

When evaluating the general compatibility of the exterior of new construction or additions to any building in the Old Conway Design Overlay District, the HDC shall consider, but not be limited to, the following factors within the building's area of influence:

1. Site
    - a. Setbacks
    - b. Spacing
    - c. Lot coverage
    - d. Orientation
    - e. Garages
    - f. Alleys
    - g. Parking
    - h. Driveways
    - i. Sidewalks
    - j. Fences and walls
    - k. Landscaping and tree preservation
    - l. Lot sizes
    - m. Street right of way

2. Massing
    - a. Scale (proportion)
    - b. Height and width
    - c. Directional expression
    - d. Footprint
    - e. Complexity of form
    - f. Façade, wall area, and rhythm

3. Structural Design Elements
    - a. Style

b. Entries, porches, and porticos
c. Doors and windows
d. Awnings
e. Lighting

4. Materials and Detailing
a. Architectural details – Eaves, brackets, dentils, cornices, molding, columns, trim work, pilasters, balustrades, decorative or character defining features
b. Roof
c. Siding and bricks
e. Decks
f. Skylights
g. Mechanical system screening
h. Shutters

5. Additions
a. Ancillary buildings
b. Additions to primary structures
c. Outbuildings

A. Suburban Zone Standards

Site:

Building Setbacks:
Setback - The area of a lot measured from the lot line to a building façade or elevation. This area must be maintained clear of permanent structures with the exception of: fences, garden walls, arcades, porches, stoops, balconies, bay windows, terraces, and decks (that align with the first story level) which are permitted to encroach on the setback.

Primary Building Setbacks

Front: The new construction shall be located between 85% and 115% of the average front setback distance established by the existing adjacent historic structures. If all buildings along a block have similar setbacks, that setback line shall be respected.

Secondary Front (adjacent to street): 8 feet minimum

Side: 6 feet minimum in all residential zones

Rear: 3 feet or 15 feet from centerline of alleyway in residential zones

Outbuilding Setbacks

Front: Rear of Principal Building

Secondary Front: 8 feet min.

Side: 3 feet min.

Rear: 2 feet min.

Spacing. Spatial relationships among existing buildings on a block and neighborhood suggest an appropriate width and spacing for new construction in the area. The historic range of building widths is an important guide, which will help determine an appropriate width for infill structures and will also suggest a module for dividing the facade and massing of an exceptionally large new building into a series of smaller visual units. Spacing should be within 15% of the average distance between existing structures on the block to respect the rhythm of the street.

Lot Coverage. Coverage: 60% impermeable surfaces maximum in all residential zones, 100% impermeable surfaces maximum in C-1

Orientation. Orientation refers to the direction in which the front of a building faces. New construction shall orient its façade in the same direction as adjacent historic buildings. In the case of a corner lot, dual orientation may be permitted.

Garages / Outbuildings. Detached garages / outbuildings shall be located at the rear of the primary structure. If lot width or depth prohibits a rear location, the garage may be attached at the side of the structure. This attached garage façade should not extend in front of the transverse centerline of the house. In the case of a side location, the garage façade shall not dominate the façade of the structure. The footprint of a detached garage / outbuilding shall be no more than 30% of the footprint of the primary structure.
The use of an outbuilding / garage combination is encouraged. A garage apartment is allowed in the Old Conway Design Overlay District when the following conditions are met:

1. The homeowner must live on the property.
2. One parking space must be allowed for the garage apartment in addition to the required number of spaces as per this ordinance. All parking must be located as per the requirements of this ordinance.

Alleys. In the Old Conway Design Overlay District, a large number of alley rights of way were originally platted. Although very few of these alleys were ever constructed, many of the rights of way are still open. The use of these alleyways is encouraged. These alleys could provide another access point for residences and allow parking at the rear of residential lots.

Parking. Parking is not permitted in the front yard of houses. Parking is allowed in driveways. No more than fifty (50) percent of the front yard may be paved. Parking areas should be concrete, pavers, or permeable parking surfaces such as grass pavers. Asphalt is not appropriate for single or two family residences. Asphalt with curb and gutter is appropriate for multi-family parking in the C-1 downtown zoning district. The use of permeable materials is encouraged. Parking areas shall be screened with landscaping if the area is prominently visible from the public right of way. Two (2) parking spaces per dwelling unit are required. On-street parking may be counted towards the required parking number, except in the case of streets classified as collector or above on the Conway Master Street Plan as on-street parking is not allowed.

Driveways. Driveways should be concrete, pavers, or permeable parking surfaces such as grass pavers. Asphalt is appropriate for multi-family drives in the C-1 downtown zoning district. Historic driveways such as concrete strips with a grass median are encouraged. The use of permeable materials is encouraged. Semi-circular driveways with two entry points on the lot are discouraged. Shared driveways are encouraged to lessen the amount of non permeable surface.

Sidewalks. A Sidewalk shall be constructed or repaired as part of new construction in the Old Conway Design Overlay District.

Sidewalk Exception:
The construction of an outbuilding with a footprint area greater than 30% of the primary structure will require the construction or repair of sidewalks.

Sidewalks are historically correct and add an essential pedestrian element to the area. Sidewalks shall be constructed / repaired for all street frontages and shall be 5 feet wide unless the width differs historically. Sidewalks shall pass through driveways.

If sidewalks are not prevalent in the area or not technically feasible due to utilities, easements, rights of way, etc., an in-lieu fee of $3 per square foot may be paid into the general sidewalk fund to be used within the boundaries of the Old Conway area. The Conway Historic District Commission will determine if a request for a sidewalk exception is reasonable. This per square foot in-lieu fee shall be reviewed by the City Council at least every 5 years.

Fences and Walls. Fences primarily serve two purposes in the Old Conway Design Overlay District; definition of private / public space in front yards and privacy screening in rear or side yards. Fences shall be no more than 3.5 feet tall in front yards with pickets no more than 4 inches wide and 3 inches apart. Privacy fences shall be no more than 6 feet tall and are only allowed in rear yards or side yards as deemed appropriate. Fences may be constructed of wood, iron (or aluminum mimicking iron), brick, or stone. The use of brick or stone should be limited to corner post or limited detailing. The upper two feet of privacy fencing should have 50% opacity, provided by a lattice or grid pattern of wood or iron. Iron fences are typically found on substantially-sized structures other than bungalows

or cottages. Chain link fence and bare concrete block fences are prohibited. Fences of railroad ties or landscape timbers are prohibited. Fences of wood-like composite materials may be used upon approval.
Low brick, stone, and finished concrete walls defining front yards are evident in the Old Conway Design Overlay District. New construction of these walls, typically 12-18 inches in height is allowed. The capping of these walls with a shaped stone or brick cap is encouraged. Finished concrete walls are allowed. Bare concrete retaining walls are prohibited.

Landscaping and Tree Preservation. Landscaping is a critical part of the historic appearance of the Old Conway Design Overlay District. Identify and retain existing trees and plants that help define the character of the area. Install new landscaping that is compatible with the existing neighborhood and indigenous to the area. Protect significant existing trees (8” or greater in diameter breast height) and plants during construction. Preserve any large trees which line the streets of the residential areas. New trees reaching a mature height of 60 feet shall be planted at a distance of no more than 30 feet apart along the street right of way. No street tree shall be planted over or within 5 lateral feet of any underground water, sewer, electrical lines, or cable television (excluding telephone, and individual service lines.) No street tree shall be planted closer than 10 feet to a fire hydrant, utility pole or streetlight. No street tree shall be planted within 15 feet of a street intersection. A list of approved street tree species is available from the Planning Department. Understory trees shall be planted in cases of overhead power lines. Limit the amount of landscaping in the front yard of small lots in order to retain the neighborhood scale of landscaping to the size of the house.
Removal of one or more significant trees in the Old Conway Design Overlay District requires approval by the Commission, which also requests the following information:

1. Site plan and/or photographs showing location of significant tree(s);
2. Proof that the tree is dead or so badly diseased or damaged that it cannot be salvaged (such as a letter from a landscape firm);
3. Any other reasons for removal;
4. Species and size of the tree that will be planted to replace it, as well as the location where it will be planted.
5. If a tree is removed, the stump must be removed or ground to the surrounding surface soil level.

In instances where construction or other site work may affect significant trees on a given lot, all appropriate tree protection measures must be taken. The following specific protective measures shall be required for all development, or work requiring a permit, on properties with trees subject to regulation:

1. Protective fencing is required for protection of any tree to be preserved in place within fifteen (15') feet of any construction or construction material or construction equipment storage and is to be shown on the Tree Preservation Plan. All required protective fencing must be in place and approved by the Permits and Inspections department and/or Planning Department before a building permit will be issued. All fencing must remain in place during the entire construction period. All fencing shall be of a rigid material (i.e., chain-link, wood lathe, etc.) unless otherwise specified by the Planning Department. All fencing must be secured to metal posts driven into the ground and spaced no further than ten feet (10') apart. Fencing shall not be removed or relocated unless authorized in writing by the Planning Department. The approved Tree Preservation Plan shall be available on the building site before work commences and always during construction of the project. The general contractor shall be responsible for giving written notice of the Tree Preservation Plan and Tree Removal Permit to all contractors or subcontractors prior to their entering the Site.
2. Pumping of concrete for the foundation or other protective measures such as crown pruning and root pruning may be required for preservation of the existing trees. These measures must be indicated on the Tree Preservation Plan.
3. During construction all reasonable steps necessary to prevent the destruction or damaging of trees to be preserved in place shall be taken.
4. During construction, unless otherwise authorized by the Tree Preservation Plan, no excess soil, additional fill, equipment, liquids, or construction debris, shall be placed within the root zone of any tree that is required to be preserved in its present location.

5. No attachments, fences or wires, other than approved materials for bracing, guying or wrapping, shall be attached to any vegetation during the construction period.
6. All measures shall be taken to maintain the health of trees which are transported to the site.

Lot Sizes. Many lots in the Old Conway Design Overlay District were originally platted anywhere from 25 feet to 100 feet wide. Further subdivision over the years added to the small lot sizes. The Conway Zoning Ordinance's minimum lot width is 50 feet wide. This regulation is based on larger lot suburban standards developed around the 1950's. This ordinance shall allow the construction of single family residences on platted and subdivided lots as small as 25 feet in width. These lots must have been platted or subdivided by deed no later than December 31, 1979.

Street Rights of Way. Many of the platted streets in the Old Conway Design Overlay District were originally laid out with 40-60 foot rights of way. The Conway Subdivision and Zoning Ordinances require that all local streets have a minimum of 50 feet of street right of way. This regulation is based on larger lot suburban standards developed around the 1950's. This ordinance shall allow the construction of residences without the requirement of dedication of additional street right of way unless the street is classified as a collector or above on the Conway Master Street Plan. The smaller street rights of way of Old Conway are a desirable feature and should be preserved.

Massing: Overall bulk of a building

Scale. The size of new construction shall not be in conflict with the surrounding relationships of building size to lot size. Further, design features of new construction shall reinforce a human scale through the size and proportion of doors, windows, details, etc.

Height. The eave or cornice lines of existing buildings on a particular street define a range of heights. New construction should remain within this range of heights in order to relate with the surrounding structures and to preserve and enhance the character of the area. Even though zoning regulations may permit greater heights, new buildings should be compatible in height to surrounding historic structures (typically not more than a 1 story differential). The first floor height of existing buildings is also an important factor in defining an appropriate scale for the new construction. First floor elevations should be consistent with surrounding historic structures.
The height of additions and outbuildings shall also relate to the primary structure.

Maximum Heights:

Principal Building:	3 stories maximum
Outbuilding:	2 stories maximum

Width. New construction proportions shall respect the average width of the majority of neighboring buildings in the area.

Directional Expression. This is a measurement of the height to width ratio of a structure's front elevation. New construction should respect the directional expression of the majority of the neighboring buildings in the area.

Footprint. The area of land area covered by a structure. This measurement should be in relation to the majority of the neighboring buildings in the area.

Complexity of Form. The level of detailing and breaks in the wall planes of a structure. New construction shall relate to the complexity of the majority of neighboring buildings in the area.

Façade, Wall Area, and Rhythm. Facade and Openings (Proportion, Size, Detailing). New facades shall be compatible with surrounding historic buildings in proportion and relationships to wall area and openings. Windows and door openings should correspond to the rhythm and proportion that exist on neighboring structures. Generally, doors and windows are proportioned vertically. The total area of windows on a residential facade shall be in a range of 25-40% of the total surface area. In buildings with commercial uses on the first floor, the area of ground floor openings shall be in the range of 65-75%, to correspond with traditional storefront organization.

Structural Design Elements:

Style. Buildings in the Old Conway Design Overlay District reflect a variety of traditional architectural styles and forms. New design should respect its context, while expressing the contemporary nature of the building and its use. A contemporary architecture that reflects the traditional elements of the area is encouraged.

Entries, Porches, and Porticos. Entrances and porches are often the primary focal points of historic structures. Porches and porticos are encouraged in the Old Conway Design Overlay District. Porches must have minimum depth of 6 feet, preferably 8 feet. Roofs on porches should match those on the main or existing structure where possible. Steps leading up to porches may be of wood, brick, stone, or concrete, as appropriate to the material and architecture of the main structure. Railings on porch stairs should have handrails and pickets to match the railing of the porch. Many entrances in the Old Conway Design Overlay District have special features such as transoms, sidelights, and decorative elements framing the entrances. Consideration should be given to incorporating such elements into new construction. Screened porches should be reserved for the rear of lots.

Doors and Windows. The rhythm, patterns, and ratio of solids (walls) and voids (windows and doors) of new buildings should relate to and be compatible with adjacent facades. (See Façade, wall area, and rhythm above) Traditionally designed openings generally have a recessed jamb on masonry buildings and a surface mounted frame on frame buildings. New construction should follow these methods as opposed to designing openings that are flush with the wall. If small paned windows are used in a new construction project, they should have the appearance of true divided lights and should not have fake clip-in muntin bars.

Awnings. When new construction uses awnings, traditional awning designs, materials, and placement should be used.

Lighting. Security lighting, such as flood lights shall be mounted on secondary and rear facades. Unshielded floodlights are not permitted. No light shall be of such intensity as to produce glare or direct illumination across the property line, nor shall any light be of such an intensity so as to create a nuisance or detract from the use and enjoyment of adjacent property. All light shall be directed downward and inward toward the property by choosing appropriate fixtures and properly aiming fixtures during installation. Fixtures shall be architecturally compatible with and designed to complement the principal structure and surroundings.

Materials and Detailing:

Architectural Details. Architectural details on a new residential structure should be compatible with existing elements, in style, material, size, and shape. These details include, but not limited to: eaves, brackets, dentils, cornices, molding, columns, trim work, pilasters, balustrades, decorative or character defining features.
Roof. Roofs on new construction in the Old Conway Design Overlay District should respect the character of roof types and pitches in the immediate area around the new construction. Metal roofing is generally prohibited, but applicant will be allowed to prove the historic nature of a metal material. For new construction the following parameters should be considered:

1. Style (gambrel, gable, hip, shed, flat, mansard);
2. Pitch (slope of roof);
3. Material (slate, wood shingles, asphalt or fiberglass shingles, rolled roofing, hot mopped asphalt, tile);
4. Details (dormers, gables, chimneys);
5. Gutters and downspouts.

Siding and Bricks. The selection of materials for a new dwelling should be compatible with and complement the surrounding structures in the Old Conway Design Overlay District. Brick, stone, and wood are the most appropriate materials for the cladding of new structures. Synthetic siding such as vinyl, aluminum, and synthetic stucco, (EIFS products) are not historic cladding materials and should not be used. However, cement board materials such as Hardiboard may be substituted for wood siding. Siding shall present an historical appearance.

Decks. Elevated wooden decks are not historic to the area and should be located at the rear of the structure and screened from street view with fencing and / or plants and shrubs when visible.

Skylights. Skylights should not be visible from the street.

Mechanical system screening. HVAC units should be located where they are not readily visible from the street. If visible, they should be screened with shrubbery or fencing. Exterior HVAC ductwork shall not be visible from street. Electrical and gas meters and other mechanical equipment should be located on the side or rear façade. The Conway Historic District Commission shall consider that utility equipment location may be beyond the applicant's control.

Shutters. If used, shutters should be in proportion to their window opening. They should fit so that if they were closed, they would cover the window opening.

Colors. Colors will not be regulated under this ordinance. The use of colors that are compatible with the surrounding area is highly encouraged. Color determination should be based on historic schemes appropriate for the style of the building. Reference materials are available from the Conway Historic District Commission and the Arkansas Historic Preservation Program in determining appropriate paint colors. Avoid too many colors on a building. Colors should be selected to highlight the architectural details of a building.

Additions. An exterior addition to a historic residence may radically alter its appearance. The design of a new addition shall follow the regulations for new construction for all elevations that are prominently visible. New additions should not destroy the materials that characterize the property. New work should be compatible in massing, size, scale, and architectural features to protect the historic integrity of the property. Use materials, windows, doors, and architectural detaining that are compatible with the existing home. The addition should be done in such a manner that if removed in the future, the essential form and integrity of the original structure would be unimpaired. New design should not use the same wall plane, roof line or cornice line of the existing structure.

The addition should be sized so that it does not visually overpower the existing building. The addition should be located at the rear or side elevation in a manner that the addition visually secondary to the primary elevation of the historic structure. If the addition is located on an elevation facing the street or an important pedestrian route, the visible elevation shall be treated under tightest standards of the construction guidelines of this ordinance.

Outbuildings. The design of new outbuildings with a footprint of 160 square feet or larger should use materials, windows, doors, and architectural detailing that are compatible with the existing or proposed residential structure. The footprint of an outbuilding may be a maximum of 30% of the footprint of the primary structure.

B. Transition Zone Standards

Unless otherwise superseded through the use of explicit language herein Part Two, the design criteria established within parts one and three shall maintain all regulatory bearing for the Urban Transition Zone. Therefore, it is the charge of the Conway Historic District Commission to determine where and how criteria from The Urban and/or Suburban zones shall apply within the Urban Transition Zone, basing their determination upon individual project dynamics, location, and desired neighborhood character.

Building Setbacks. Front setbacks in the Urban Transition Zone are defined as those which have street frontage. As measured from the right-of-way line, front setbacks shall be no greater than eighteen feet and no less than six. There is no requirement for side setbacks in the Urban Transition Zone, however all fire code requirements must be met.

Rear setbacks shall be no less than five feet from the rear property line. In cases where alleys are present, rear setbacks must remain a minimum of fifteen feet from the centerline of the alley.

Building Height. Primary structures within the Urban Transition Zone shall be no greater than three and one-half stories in height. A half-story refers to the uppermost floor being 'tucked' into the roof gable and using dormer windows for natural lighting and fire access. (Also referred to as an "attic story.")
Outbuildings shall be no greater than two stories in height.

Lot Coverage. The maximum allowable lot coverage for the Urban Transition Zone shall be eighty percent.
Parking Areas:

Where off-street surface parking lots are necessary for multi-family, office, and commercial activities, such lots shall be designed to minimize their size, visibility, and interference with pedestrian safety or comfort. Every effort should be made by developers to shelter adjacent properties, sidewalks, and the public realm as a whole from the unsightliness and clamor of surface parking.

Curb Cuts & Drive-Troughs. Curb cuts in the Urban Transition Zone shall be no greater than twenty four feet in width; however, for projects along quieter, neighborhood streets, twenty feet is encouraged.

When interrupted by a vehicular access point, the continuity of the sidewalk surface material and grade shall be maintained and the material and grade of the driveway interrupted.

Drive-through service windows shall be located in the rear of all mid-block and alley-accessed corner locations, provided they do not substantially disrupt pedestrian activity or surrounding uses.

Drive-through windows shall never be located along any structure's primary street frontage (i.e. between the structure and the street).

Sidewalks. Sidewalks shall be constructed and/or repaired for all street frontages and shall be a minimum of five feet wide, unless the width differs historically. If desired by the property owner or Historic District Commission, the sidewalk may be increased in width by encroaching into either the private setback area or the public planting strip adjacent to the curbline, whichever is most appropriate to the circumstance.
Sidewalks shall pass through driveways, creating a seamless ribbon of paving material.

Sidewalks shall retain any existing historic paving materials used in walks and driveways, such as brick, stone and examples of the early use of patterned concrete, replacing damaged areas with materials that match the original paving. Ensure that new paving materials are compatible with the character of the area. Brick pavers in traditional patterns and scored concrete are examples of appropriate applications. Color and texture of both surfaces should be carefully reviewed prior to installation.

Trees. Canopy trees shall be planted within the public street frontage at ratio of one tree per thirty feet. This tree planting will typically occur in the green strip lying between the sidewalk and curb line of the street.

C. Urban Zone Standards

Proposed new construction , additions, and outbuildings (accessory buildings) 160 square feet or more; requiring a building permit within the Old Conway Design Overlay District Urban Zone shall respect and relate to the special character of the zone. In making its determination, the Conway Historic District Commission shall consider and without being limited to the following criteria:

Building Setbacks. A minimum of 80% of any building facade shall be within three feet of all property lines, except in the rear of the structure where an alley or other access exists. This shall be required only for the first four floors. Major architectural projections into the public right-of-way such as balconies, arcades, and colonnades, shall require an encroachment permit, granted by City Council.

Structures may be set back up to 8 feet at the intersections in order to better articulate and accentuate the corners.

Building Height. Buildings shall have a front facade which is no fewer than two stories in height and no greater than six. The City Council may grant additional stories for higher intensity development through the use of a conditional use permit.
The first story floor-to-floor height of any new building in the Urban Zone shall be a minimum of fifteen feet.

Lot Coverage. The maximum allowable lot coverage for the Urban Zone shall be one hundred percent.
Landscaping and Paving:
Outdoor ground plane which abuts or is adjacent to the public right-of-way shall be paved with terrazzo, concrete pavers, concrete, stone, brick, tile, or another high quality hardscape material.

Asphalt and loose paving such as gravel are not permitted.

Any proposed landscaping shall not block pedestrian access to storefronts or building entrances.

Fences, Railings, & Walls. Fences, railings, and walls shall be constructed of metal, brick, or stone. Plastic, chain link, and wood are prohibited. Fences and railings shall be a minimum of 70% open.

Vehicular Access Points. Curb cuts in the Urban Zone shall be no greater than 20 feet in width.
When interrupted by a vehicular access point, the continuity of the sidewalk surface material and grade shall be maintained and the material and grade of the driveway interrupted.

Off-Street Parking. Except in the most critical of circumstances, locating surface parking lots at block corners shall not be permitted.

Where a parking lot must abut a public sidewalk, a visual buffer shall be provided through the use of a wall or fencing along the sidewalk edge. Materials should be compatible with those of nearby buildings and utilize visually interesting elements, such as masonry patterns, articulation, and vegetation. In situations where walls are not appropriate, a landscape buffer may be utilized. However, landscaping shall be dense and unbroken in order to completely meet the spirit and intent of this section. Planting strips and planter boxes may be incorporated to assist in fulfilling this requirement.

Loading Docks. All loading docks shall be screened from pedestrian view. A combination of doors, gates, walls, fencing, and/or landscaping shall be used to shield the loading dock from view.

Dumpsters:
Trash dumpsters shall be further screened by use of a gate and structure which complements the design of the primary building through the use of similar materials, colors, finishes, and architectural details. Dumpster enclosures shall be constructed of masonry materials with an interior clear dimension of 15 feet by 15 feet.

Facade Articulation. A minimum of 35% of each upper story shall be windows. Windows shall be proportioned to appear vertical, even when combined to form horizontal bands around the structure. Facades shall be broken down into distinct twenty to thirty foot “modules” or “bays” from side to side in order to prevent a monolithic edge to the street. The modules can follow structural, historical, aesthetic, or functional dimensions, but should always remain contextual to the street.

Large unarticulated walls are discouraged, and shall have either a window or a functional public access (such as a door or passageway) at least every ten feet. Facades exceeding fifty feet in length shall be visually broken down into bays through the use of architectural elements such as pilasters, reveals, or other three-dimensional surface modulations.

Building facade designs shall respect the historical context of Old Conway with a clear ground floor, body, and cornice line (i.e. “base, body, and cap”). Designs should be contextual to adjacent buildings, including their cornice lines and horizontal banding. The use of traditional facade components is encouraged and includes parapets caps, cornices, transoms, awnings, storefronts, kickplates, recessed entries, and sign bands.

Ground-Level Facade Detail. A minimum of 2/3 of the first story facade shall be windows. First story windows shall be a maximum of three feet above the ground. Please refer to the section titled “Building Materials” for percentage of transparent glass.

Windows should be used to display products and services and maximize visibility into storefronts. With the exception of ground-floor residential units, windows shall not be obscured with elements that prevent pedestrians from seeing inside.

Building Materials. Of the total amount of glass on the first story facade(s), a minimum of 85% shall be transparent. The remaining 15% may be stained, frosted, or otherwise non-transparent glass. Tinted or reflective glass is discouraged at ground level. All floors other than ground level may utilize window transparency as desired. Building materials (other than glass) shall include brick, stone, concrete, architectural metals, stucco/plaster, and wood trim.

Historically, these are among the most widely-used, identifiable, and longest-lasting materials within Conway’s Urban Zone, and therefore the most desirable for all projects. All materials shall be highly durable, attractive, and easily maintained, especially at street level where pedestrians come in contact with the building.

Prohibited materials shall include wood siding, pressed wood siding, composite siding, vinyl siding, all forms of sheet metal sheathing, and exterior insulated finishing systems (EIFS). These materials are not contextual to Old Conway and are generally perceived to be less permanent in nature, therefore they are not appropriate for use within the Urban Zone.

Building Entries. Main pedestrian entries shall be located on the street to generate pedestrian traffic on the sidewalk. Building entries shall be emphasized with architectural features, changes in the facade plane, different massing, or unique materials and finishes.

The primary pedestrian entry to each building shall be along the street frontage. For buildings that front on two streets, entries shall be located along each frontage or at the corner if the building is at an intersection.

All structures shall be ADA compliant.

Any use confined to a building's upper floors (such as with a mixed-use structure) shall be provided at least one entry located along street frontage to further promote street life. These should be designed as separate entries and distinguished from ground-level uses with architectural details, materials, colors, lighting, signage, and/or paving, so that it is clear which entries are public and which are private.

All street front doors, as well as the walls which make up recessed entries, shall comply with all transparency requirements as outlined in the previous two sections. Address labeling greater than ten inches high shall be considered "signage" and therefore shall comply with the Conway Sign Ordinance.

Overhead Cover. Where desired or required, overhead cover shall be a minimum of eight feet above the sidewalk grade. No cover shall project beyond the curb line of the street.
Overhead cover which requires structural support to rest within the right-of-way (i.e. arcades, colonnades, balconies, etc.) shall require approval of encroachment by the Conway City Council.

Public trees located within the right-of-way take precedence to all overhead cover designs and shall be provided all necessary growing room.

Exterior Building & Accent Lighting. The use of moving, blinking, or strobe lights is prohibited.

Sidewalks. Sidewalks shall be provided along all street frontages and located within the public right-of-way. Sidewalks shall extend from the structure's facade outward to the existing curb line of the street. Where public sidewalk improvements are necessary, they shall be paved with terrazo, concrete pavers, concrete, stone, brick, tile, or another high quality hardscape material. Asphalt and loose paving are not permitted.

Sidewalk Cafes. All outdoor seating which takes place within the public right-of-way shall require approval of encroachment from the Conway City Council. No less than five feet of sidewalk must remain unobstructed by tables, chairs, or other encumbrances, and be available for the free-flow of pedestrian traffic at all times. Eight feet is recommended where sidewalk widths allow.

All sidewalk cafes must be located in front of or beside the associated restaurant and on the same side of the street. Sidewalk cafes may be located in front of adjacent properties with the permission of that building owner or tenant.

No signs are permitted in the cafe area except tabletop signage, menu signs, "Please wait to be seated" signs, and any others permitted by the Conway Sign Ordinance. All signage shall be removed each day at the close of business.

Sidewalk Furniture, Public Art, and Other Accessories. Street furniture and accessories may be located within the public sidewalk immediately adjacent to the host structure. All shall be constructed of durable materials, correspond to the general aesthetic character of the Urban Zone, and not be harmful to any public streetscape materials (such as the sidewalk surface). All furniture and accessories shall be removable when necessary.
All art displayed within the public right-of-way, to include sculptures, wall murals, or any other forms, shall be submitted for approval by the Conway City Council. Public artwork may not be used as an advertising or marketing tool for its host property.

Signage. All signage shall adhere to the guidelines and regulations detailed within Ordinance O-06-134 (Article 1301, City of Conway Zoning Ordinance) and all amendments thereto, all overlay district regulations which may apply, and any and all other current laws pertaining to signage.

Signage (District-wide). The one exception to the aforementioned guideline is for the area measurement for those signs most commonly referred to as "freestanding" signs. A freestanding sign is a sign supported permanently upon the ground by poles or braces and not attached to any building. Most commonly, these signs take the form of a 'monument' sign or 'post-and-arm' sign. In no case shall any freestanding sign within the Old Conway Design Overlay District exceed 16 square feet in area per side, and a maximum height of 4 feet, without an exception granted by the Historic District Commission.

Section 7: Definitions
Unless specifically defined below, words or phrases shall have the same meaning, they have in common usage.

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

ALTERATION - Any project involving change of or addition to an existing building as it pertains to exterior of the building as viewable from a public right of way

AREA OF INFLUENCE - The affected area to be notified for a public hearing as determined by a specific type of construction, alteration, restoration, moving or demolition as described in the individual categories found in the guidelines for review adopted by the Historic District Commission.

BUILDING - Any structure having a roof supported by columns or walls for the housing or enclosure of persons or animals.

CERTIFICATE OF APPROPRIATENESS - A document awarded by the Conway Historic District Commission allowing an applicant to proceed with a proposed new construction or addition in a designated area or site, following a determination of the proposal's suitability according to applicable criteria.

CHARACTER - The qualities and attributes of any structure, site, street or district.

CONTEMPORARY - Reflecting characteristics of the current period. Contemporary denotes characteristics which illustrate that a building, structure, or detail was constructed in the present or recent past rather than being imitative or reflective of a historic design.

DETAILING - Architectural aspects that, due to particular treatment, draw attention to certain parts or features of a building.

DESIGN GUIDELINES - Criteria developed by preservation commissions to identify design concerns in an area and to help property owners ensure that rehabilitation and new construction respect the character of designated buildings and districts.

ELEMENT - A material part or detail of a site, structure, street, or district.

ENTRANCE AREA - The area of access to the interior of the building including the design, location, and materials of all porches, stairs, doors, transoms, and sidelights.

EXTERIOR ARCHITECTURAL FEATURES - The architectural style, design, and general arrangement of the exterior of a structure, including the kind and texture of the building material and the type and style of all windows, doors, light fixtures, signs, and other appurtenant fixtures

FACADE - A face of a building.

HEIGHT - The vertical extent of a building measured in stories, not including a raised basement or attic. Height limits do not apply to masts, belfries, clock towers, chimney flues, water tanks, elevator bulkheads, and similar structures. Height shall be measured from the elevation of the lowest finished floor level to the highest point of the building.

HISTORIC STRUCTURE - Generally any building 50 years or older or any building determined to be historically significant by an appropriate authority - local, state, or national.

LOT COVERAGE – For the purposes of this ordinance, the area covered by all impermeable surfaces including the primary structure, drives, sidewalks, ancillary buildings, etc.

MASSING - Volume, magnitude, or overall size of a building.

OWNER OF RECORD - The person, corporation, or other legal entity listed as owner on the records of Faulkner County.

OUTBUILDING – An accessory building, usually located towards the rear of the same lot as the principal building. An outbuilding 160 square feet in area or larger requires that the structure be constructed with a foundation and is considered a permanent structure.

PRESERVATION - The maintenance of a property without significant alteration to its current condition.

PROPORTION - Relationship of height to width of the building outline as well as individual components.

PUBLIC NOTICE - The classified advertisement of an event, such as a preservation commission meeting, that is published in the local newspaper and posted in the city government building in order to notify the general public of the upcoming event.

REHABILITATION - The process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values.

RESTORATION - The process of returning a building to its condition at a specific time period, often to its original condition.

RHYTHM - A harmonious or orderly recurrence of compositional elements at regular intervals, including the location of doors and the placement of windows, symmetrically or asymmetrically and their relative proportion.

ROOF AREA - The outside covering of a building or structure extending above the vertical walls including the form, material, and texture of the roof, including the slope, pitch, and spacing of roof covering. Roof area also includes but is not limited to size, design, number, and location of dormers; the design and placement of cornices; and the size, design, material, and location of chimneys.

SCALE - The relative dimension, size, degree or proportion of parts of a building to one another or group of buildings.

SITING - Location of a building in relationship to the legal boundaries and setbacks, adjacent properties, and the natural conditions of the site.

STRUCTURE - Any construction, or any production or piece of work artificially built up or composed of parts joined together in some definite manner. That which is built or constructed; an edifice or building of any kind.; excluding but not limited to, electric and cable television distribution and transmission lines, poles and equipment, fire hydrants and wastewater collection manholes.

TEXTURE - The visual or tactile surface characteristics created by shape, arrangement, and distribution of the component materials.

WALL AREAS - The vertical architectural member used to define and divide space. This includes but is not limited to kind, texture, and exposure of wall sidings and trims and the location, number, and design of all window and door openings.

Section 8. That any ordinances or parts of ordinances in effect at the time of the passage of this ordinance that are in conflict with this ordinance are repealed to the extent of the conflict.

AMENDED this 10th day of March, 2015.

APPROVED:

ATTEST:

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Mayor Tab Townsell

_____

City Clerk Michael O. Garrett

City of Conway

Planning and Development Department