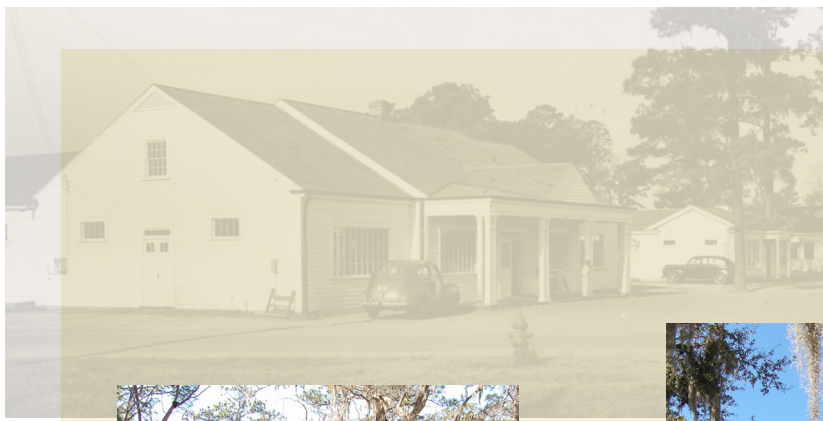




Ford Avenue Historic District Design Guidelines

Appendix E

Richmond Hill Unified Development Ordinance



Ford Avenue Historic District

Design Guidelines

prepared for the

RICHMOND HILL

HISTORIC PRESERVATION COMMISSION

in concert with the **CITY OF RICHMOND HILL**

by



ethos Ethos Preservation

Statement of Acknowledgement

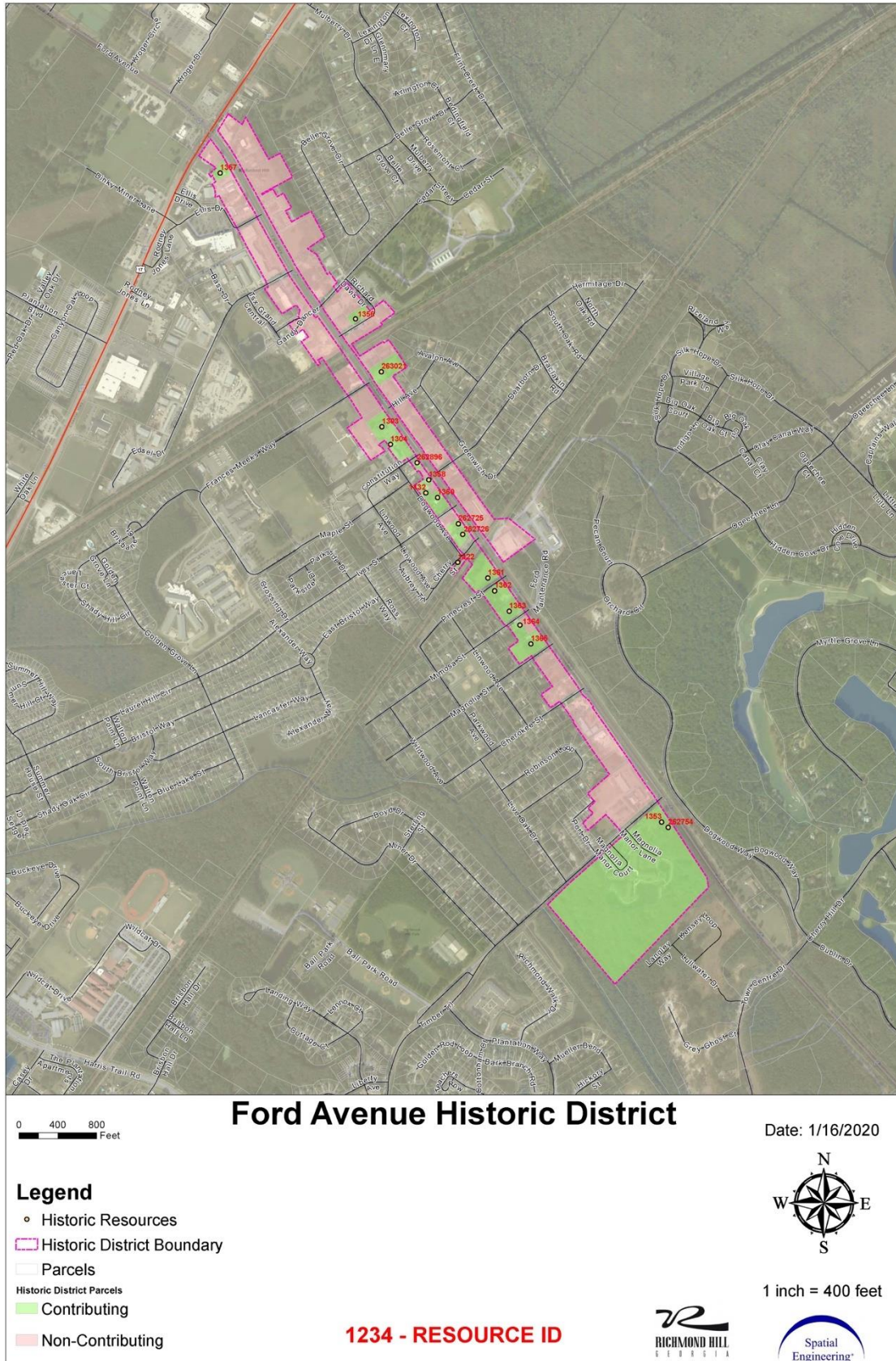
The Ford Avenue Historic District Design Guidelines has been financed in part with federal funds from the National Park Service, U.S. Department of the Interior, through the Historic Preservation Division of the Georgia Department of Natural Resources. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the Georgia Department of Natural Resources, nor does the mention of trade names, commercial products or consultants constitute endorsement or recommendation by these agencies. This program received Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U. S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, age, gender or disability in its federally-assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to: Office for Equal Opportunity, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

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Section E.1 District Identification Information

The Ford Avenue Historic District extends from the intersection of Highway 17 and Ford Avenue, formerly known as the crossroads, stretching east to incorporate all parcels sharing a boundary with the right-of-way of Ford Avenue, in addition to Parcels #0531051, #0532120, #053215302, and #0532180, ending with the eastern edge of the parcel associated with the Ford Kindergarten and Bailey Carpenter Barbershop (#054069) on the south side of the street and the eastern edge of Parcel #0532114 on the north side of the street; properties associated with The Ford Plantation, Inc. have been excluded. See Boundary Map on the following page.



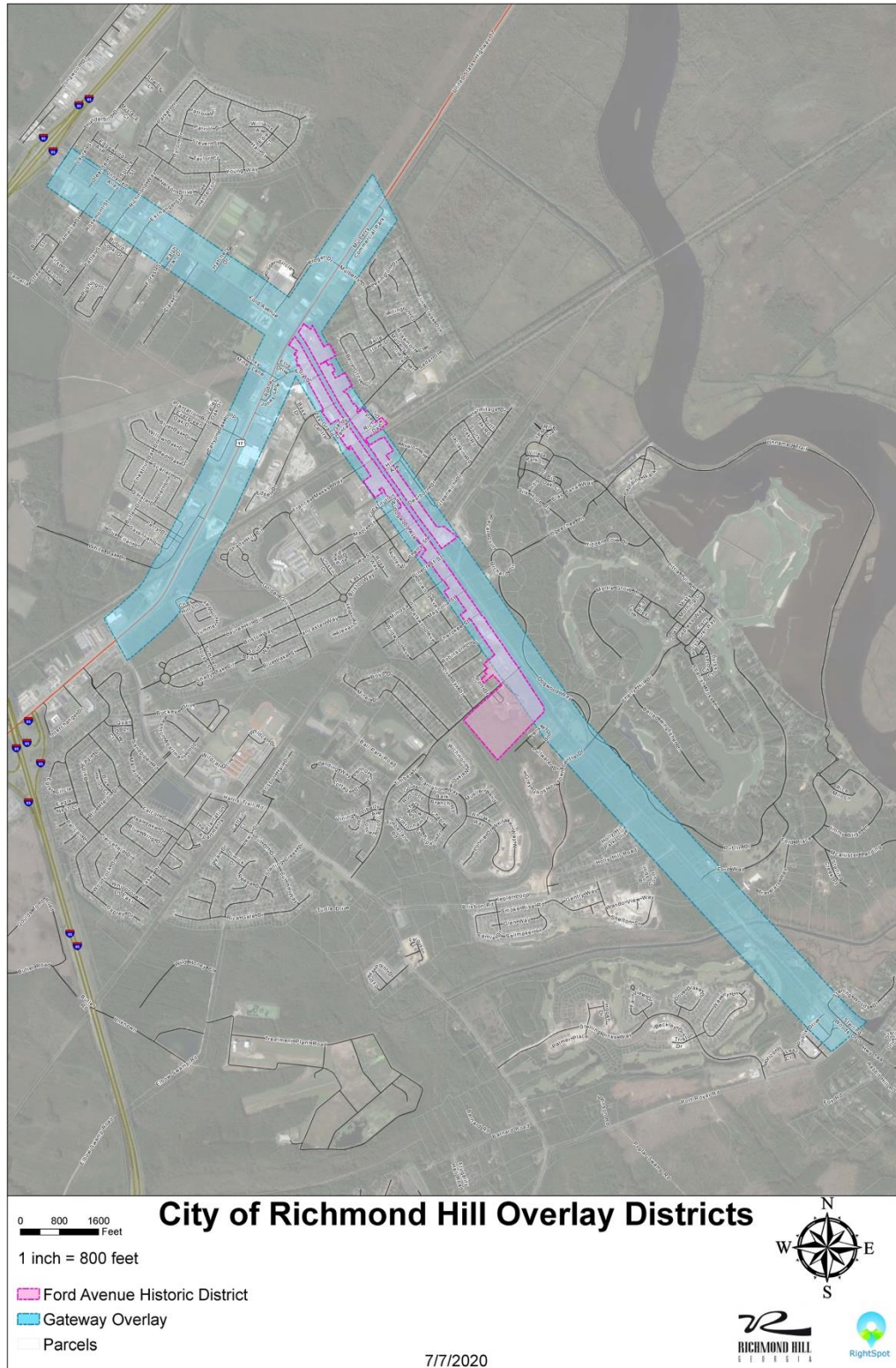
Section E.2 Executive Summary

At the heart of Richmond Hill's history are the places and the buildings built by Henry Ford. Between 1925 and 1947, Henry Ford turned the railroad stop of Ways Station into the town of Richmond Hill. With a passion for community, his investment in Ways Station took root on the ground in the construction of buildings, many of which remain on Ford Avenue. Originally set on gracious lots with few trees, much of the development visible today has "filled in" what was once a rural landscape set between buildings from the Ford era.

The Ford Avenue Historic District Design Guidelines for rehabilitation, new construction, demolition and relocation ensure the preservation of Ford Avenue's historic buildings and its larger historic context while effectively managing growth through compatible alterations. Included here are best practices for rehabilitating Ford-era buildings and ensuring new construction is harmonious with this historic context. Each design standard adopted in the Unified Development Ordinance (UDO), Article 11 Overlay Districts for the Ford Avenue Historic District is included within this manual. The manual provides clarification in simple terms, accompanied by illustrations and examples. Further, charts and diagrams have been added to facilitate greater understanding of the design review process and the role the City, the Historic Preservation Commission, and you – the property owner – play in maintaining, preserving, and enhancing the Ford Avenue Historic District. Thank you for reading and for your continued stewardship of Richmond Hill's historic and commercial heart.

Overview

The Ford Avenue Historic District is an important addition to the efforts of the City of Richmond Hill to promote the welfare and vitality of the city's original commercial area, preserve and identify its historic character for future generations, and provide standards for compatible new development. The overlay district is a zoning classification that has special regulations for the properties within its boundaries. Specifically, this manual exists to guide new construction, material changes in appearance to historic buildings, and the maintenance, neglect, demolition, and relocation of historic buildings. The Ford Avenue Historic District overlay is an addition to the City's base zoning and Gateway Overlay District zoning. When standards conflict, the stricter standard shall govern.



Map 1: The Ford Avenue Historic District boundary (pink) in relation to the overlapping Gateway Overlay (blue).

Design guidelines are a tool to help preserve the character of an area by guiding the appearance and materials of buildings. They protect the investments of property owners and business establishments through the objective application of uniform standards that maintain continuity in design and promote appropriate rehabilitation and construction activities. By preserving and maintaining the area's visual character, the design review process will ensure that future generations enjoy the benefits of the architectural heritage of Ford Avenue.

These guidelines are for property and business owners, residents, City of Richmond Hill staff, and the Richmond Hill Historic Preservation Commission for use in the planning, design, and review of material changes in appearance to existing buildings and new construction proposed within the Ford Avenue Historic District.

Table 1: The National Park Service Design Guidelines Overarching Do's & Don'ts:

Design Guidelines Do	Design Guidelines Don't
Explain, expand, and interpret general design criteria in the local preservation ordinance.	Serve the same legal purpose as the design review provisions of the ordinance. An ordinance is a law, but local design guidelines are typically not laws.
Help reinforce the character of a historic area and protect its visual aspects.	Limit growth or regulate where growth takes place. Guidelines address only the visual impact of individual work projects on the character of a local historic district. Growth itself is a separate issue that must be separately addressed through zoning ordinances and preservation planning.
Protect the value of public and private investment, which might otherwise be threatened by the undesirable consequences of poorly managed growth.	Control how space within a building is used. They usually deal only with the exterior, publicly visible portions of buildings, not with how interior space is laid out or used.
Indicate which approaches to design a community encourages, as well as which it discourages.	Guarantee that all new construction will be compatible with a historic area or the guarantee of creativity that is essential to the best kind of sensitive design.
Serve as a tool for designers and their clients to use in making preliminary design decisions.	Guarantee "high quality" construction. Since materials are generally not specified in design guidelines, final visual results are not guaranteed.
Increase public awareness of design issues and opinions.	

Section E.3 Process for Creating Design Guidelines

The Ford Avenue Historic District Design Guidelines sits on a foundation of prior efforts completed to date. These efforts provide the framework for preservation policy and paved the way for the creation of local historic districts and landmarks in Richmond Hill.

- In 2019, Richmond Hill completed a citywide historic resources survey; it was recommended that a local historic district be established along the city's central commercial corridor, Ford Avenue. Identified as the area with the greatest concentration of commercial historic resources in Richmond Hill, Ford Avenue is also experiencing the most rapid change.
- City received a Historic Preservation Fund grant in 2019, to establish the Ford Avenue Local Historic District and develop an associated design guidelines manual.
- Consultant Ethos Preservation drafted a Local District Nomination Report.
- The first public meeting was held on January 23, 2020 at the Ford Bakery building. Residents and property owners were notified of the meeting by mail. The format of the meeting was an open house over the course of three hours. Attendees were invited to listen to an on-the-hour presentation, review posters detailing project background and goals, and provide anonymous post-it note comments to three targeted questions.
- A second virtual public meeting with a recorded PowerPoint presentation was posted online on the City of Richmond Hill Facebook page on April 4, 2020. This presentation was also shared via several local email listserves. A follow-up online survey was prepared and made available starting on April 4, 2020 with 27 responses received. The results are summarized below. The online platform was used as a precaution and accommodation to prevent the spread of COVID-19.
- A final draft of the Ford Avenue Design Standards and Guidelines was presented to the Historic Preservation Commission on October 1, 2020.

Table 2: Ford Avenue Historic District Design Guidelines Survey

Question	Results
Do you own property on Ford Avenue between Hwy 17 and Timber Trail?	Yes – 2 (7.41%) No – 25 (92.59%)
Do you operate a business on Ford Avenue between Hwy 17 and Timber Trail?	Yes – 7 (25.93%) No – 20 (74.07%)
How important is it to preserve the remaining historic Ford-era buildings?	Very important – 23 (85.19%) Somewhat important – 2 (7.41%) Neither important or unimportant – 2 (7.41%) Somewhat unimportant – 0 (0%) Very unimportant – 0 (0%)
How important is it for new buildings to “fit in” with historic, Ford-era buildings?	Very important – 17 (62.96%) Somewhat important – 8 (29.63%) Neither important or unimportant – 0 (0%) Somewhat unimportant – 1 (3.7%) Very unimportant – 1 (3.7%)
Thinking about development along Ford Avenue over the last few years, do you think the new	Yes, very much so – 1 (3.70%) Yes, for the most part – 4 (14.81%)

buildings “fit in” with historic, Ford-era buildings?	Some do, some don’t – 15 (55.56%) Not very much – 6 (22.22%) Not at all – 1 (3.70%)
Thinking about development along Ford Avenue over the last few years, do you think the new buildings have helped create a sense of place/community?	Yes, very much so – 2 (7.41%) Yes, for the most part – 10 (37.04%) Some do, some don’t – 10 (37.04%) Not very much – 3 (11.11%) Not at all – 2 (7.41%)
Do you think it’s important for Richmond Hill to have a unique physical identity or “sense of place,” in other words, when visitors and residents enter the town, it “feels like” Richmond Hill?	Very important – 19 (73.08%) Somewhat important – 6 (23.08%) Neither important or unimportant – 0 (0%) Somewhat unimportant – 0 (0%) Very unimportant – 1 (3.85%)
Do you think Richmond Hill has improved, stayed the same, or declined in terms of place and identity in the last few years?	Improved – 14 (51.85%) Stayed the same – 2 (7.41%) Declined – 11 (40.74%)

Online Survey Analysis

The survey was distributed using multiple platforms including Facebook, Richmond Hill Historical Society email listserve, and the local Reflections magazine e-mail listserve. There were 27 respondents, including two property owners and seven business owners within the boundaries of the Ford Avenue Historic District. It is possible that outside forces, including the lack of a second in-person presentation and the presence of the COVID-19 pandemic, may have influenced participation. It is clear that there is a general interest in preserving the buildings along Ford Avenue (85.19%). The majority respondents answered in the affirmative to the statement, “How important is it for new buildings to “fit in” with historic, Ford-era buildings?” with 62.96% answering “Very Important” and 29.63% answering “Somewhat important.” There is also a general consensus that recent development has not always “fit in.” Further, the majority of respondents, 73.08%, believe that Richmond Hill should have a unique sense of place when looking to the future.

Section E.4 How to Use this Manual

The design guidelines serve as a user-friendly complement to the design standards provided in Article 11 of the City of Richmond Hill's Unified Development Ordinance (UDO). The guidelines reinforce and expand upon the standards to more comprehensively address issues affecting property owners within the Ford Avenue Historic District. The guidelines are designed to be generally applicable to all building styles and types, and are not intended to address rare and unusual situations.

Step-by-Step Guide

Step 1: Verify that the property is within the Ford Avenue Historic District. Consult Section E.1 to determine if the property is within the boundaries.

Step 2: Determine scope of work. Different projects have different standards which apply:

- Alterations or additions to existing buildings
- New construction
- Site alterations (including signage, fencing, parking, etc.)

Step 3: If the project involves the alterations to an existing building, determine if the property in questions is considered "contributing." Contributing, or historic structures, have different standards than non-contributing buildings. Consult Sections E.1 and E.13.II to determine if a property is contributing.

Step 4: Review the applicable standards, as determined by the scope of work. The guidelines elaborate on and explain the design standards.

- Alteration to existing buildings
 - Contributing: Review Sections E.9 and E.10
 - Non-contributing: Review Section E.11
- New construction: Review Section E.11
- Site alterations: Review Section E.12

It is helpful to consult with Planning and Zoning Department Staff in the planning stage of a project. This helps to ensure all the standards are met.

Step 5: Prepare a Certificate of Appropriateness (COA) application (see Section E.13.VII) and supplementary documentation. The COA will either be reviewed by Staff or the Historic Preservation Commission (depending on the scope of work) for consistency with the design standards. If reviewed by the Historic Preservation Commission, a public meeting will be held of which the applicant will be notified in advance. Once the design standards are met, a COA will be issued by mail and e-mail, when available.

Step 6: Apply for a building permit for the work. A COA must accompany the building permit application in order for a building permit to be issued.

Step 7: Complete the project! The COA is valid for 48-months. A one-time 6-month extension is available, if needed, to finalize the project.

Common Questions

Who Uses the Design Guidelines?

Property Owners and Design Professionals: Property owners and design professionals (such as architects, engineers, and contractors) should consult the guidelines for any project that affects the exterior of a property within the district, including maintenance and repair, construction of an addition, new construction or demolition.

City of Richmond Hill Planning and Zoning Department Staff: Staff of the Planning and Zoning Department use the guidelines when providing guidance to property owners, determining if administrative approval is appropriate, and making recommendations to the Historic Preservation Commission.

Historic Preservation Commission Members: The guidelines are also intended for use by the Historic Preservation Commission (HPC). While the HPC considers the particular circumstances and context of a specific property for an individual review, the HPC uses the guidelines as a basis for their approval or denial of a COA application to ensure it employs an appropriate approach. Use of the guidelines helps to ensure that reviews are consistent, fair, and rooted in the standards.

Community Members: Use of the guidelines helps to ensure that reviews are consistent and maintain the character of the district.

What's in the Guidelines?

The guidelines expand on and explain the design standards found in the ordinance. There are standards which apply to alterations to existing buildings as well as standards for new construction.

When to Use the Guidelines?

The design guidelines should be consulted early in the planning process for any development within the district. This includes alterations to existing buildings as well as new construction. Early consultation will help to ensure that the scope of work is consistent with the guidelines and also that the timeframe for the review process is adequate.

Why Use the Guidelines?

It is important that the guidelines be consulted early in the planning process to avoid getting too far along with a project that might be considered inappropriate. This can help save both time and money in the long-run. If a project within the Ford Avenue Historic District does not receive a COA (when required), a building permit will not be issued. If work proceeds, a stop work order may be issued or additional enforcement action taken.

Where is the Most Current Version of the Guidelines?

The guidelines may be amended from time to time to ensure consistency with the design standards and provide additional clarification. The most current version of the guidelines can be found in Article 11 of the Unified Development Ordinance on the City of Richmond Hill's website.

Section E.5 Historic Preservation Ordinance Explained

The City of Richmond Hill’s Historic Preservation Ordinance was unanimously adopted by the Richmond Hill City Council in March of 2018. The ordinance recognizes that the historical, cultural, and aesthetic heritage of the City of Richmond Hill is among its most valued and important assets and that the preservation of this heritage is essential to the promotion of the health, prosperity, and general welfare of the people. The ordinance establishes a uniform procedure for providing for the protection, enhancement, perpetuation, and use of places, districts, sites, buildings, structures, objects, and landscape features having a special historical, cultural, or aesthetic interest or value. At the heart of it all, the ordinance allows for the designation of historic properties and districts and establishes the Richmond Hill Historic Preservation Commission (HPC) to oversee the designation and management of properties and districts.

The HPC and City Council designated Ford Avenue as the City’s first local historic district in 2020.

Designation as a local historic district requires that all material changes in appearance to existing buildings and new construction visible from the public right-of-way receive a Certificate of Appropriateness (COA) prior to the issuance of a building permit.

COAs can be issued by the Historic Preservation Commission or City Staff, depending on the scope of work.

Major vs Minor Work

Major changes to buildings are required to be reviewed by the Historic Preservation Commission. Minor changes can be reviewed at the staff level.

Minor work includes various activities in which the visual character of the building is not substantially changed. Major work projects involve a change in the appearance of a building that is substantial in nature.

Minor Work:

- Repointing of brick or block
- Installation of new light fixtures
- Removal and replacement of damaged or unoriginal siding
- Replacement of architectural features and materials in-kind
- Removal of unoriginal accessory buildings
- Signage

Major Work:

- New construction, including accessory buildings
- Additions
- Alterations to original historic materials and features
- Relocating buildings
- Demolition in whole or part of any primary building
- Any item determined by staff to be major work

General building maintenance falls outside of the categories of minor or major work and a Certificate of Appropriateness is not required. Maintenance is defined as the preservation or repair of existing historic materials and building form to include cleaning and painting. Replacement of deteriorated features in-kind (the same material, size, dimensions, and other physical characteristics) may be considered maintenance, depending on the extent of replacement. Consult with Staff to determine if replacement in-kind constitutes general building maintenance or minor work.

Period of Significance

The Ford Avenue Historic District's period of significance is from 1925 to 1947. The period of significance reflects the time period during which Henry Ford was actively assisting with the development of the corridor.

Contributing vs Non-Contributing Structures

Each of the 76 buildings within the District has been individually surveyed and evaluated to determine their level of significance. "Contributing" buildings are buildings that were constructed during the period of significance and retain historic integrity. These buildings are considered historic and contribute to the historic significance and character of the district. "Non-contributing" buildings were either constructed outside of the period of significance or have been altered to such a degree as to result in a significant loss of historic integrity. Of the 76 buildings within the district, 20 have been determined to be contributing. An inventory of contributing buildings has been included as Section E.13.II.

Section E.6 Historic Preservation Commission and Review Process

Historic Preservation Commission

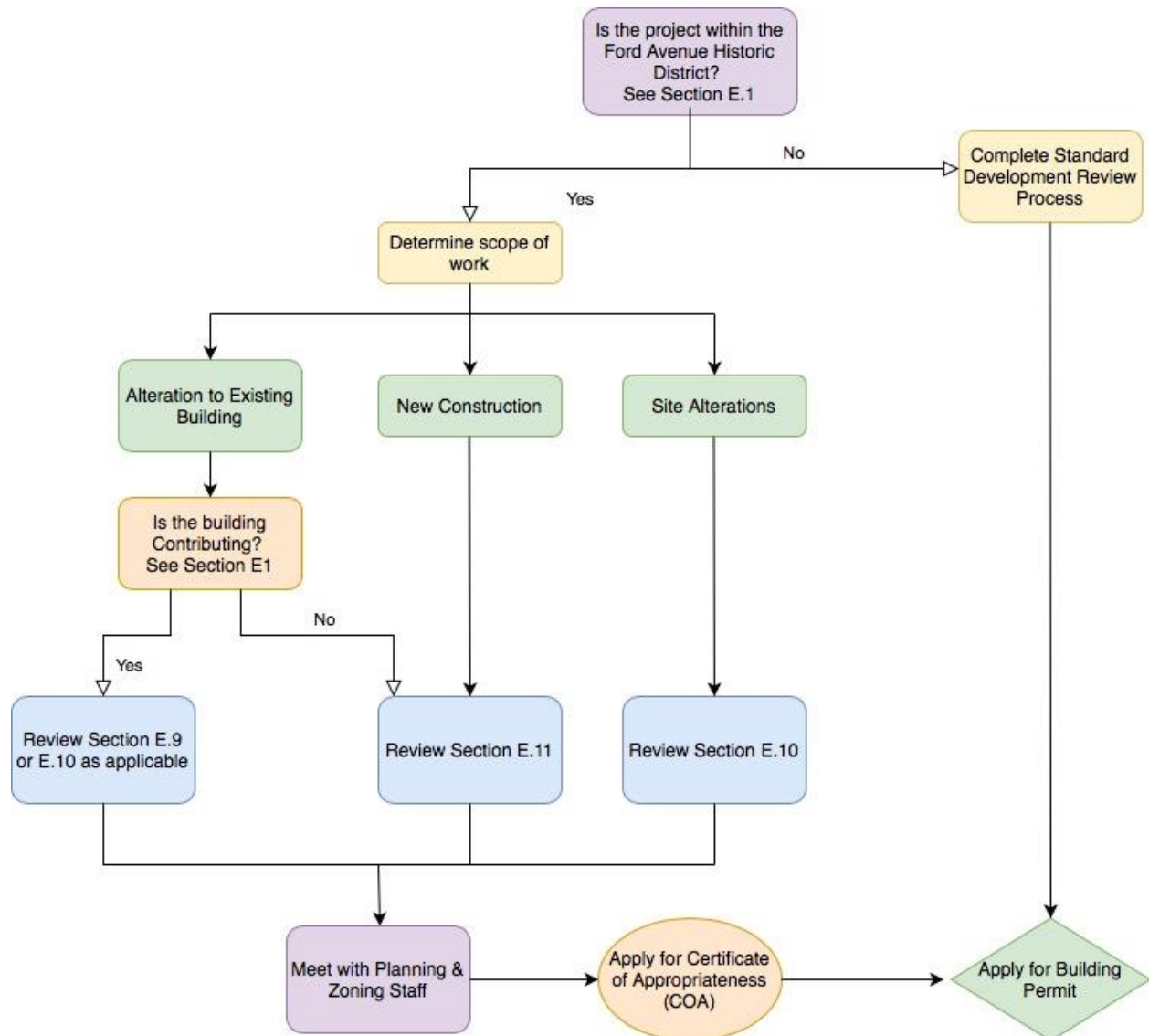
The Richmond Hill Historic Preservation Commission (HPC) consists of five members, of whom all must be City residents and have a demonstrated interest in historic preservation. The HPC holds meetings monthly. A schedule of HPC meetings can be found on the City's website. All meetings are open to the public. The HPC reviews all material changes in appearance to local historic properties and districts and has authority to approve or deny Certificates of Appropriateness (COA) for projects within the Ford Avenue Historic District. The HPC may offer technical assistance to property owners, contractors, architects, and others seeking to rehabilitate or alter historic buildings or construct new buildings within historic districts in Richmond Hill in an advisory capacity.

Architectural Review Board

The City's Architectural Review Board (ARB) reviews and makes the final decision on the aesthetic qualities of proposed projects within the Gateway Overlay District within Richmond Hill. The Ford Avenue Historic District Overlay sits on top of the Gateway Overlay, which covers a greater area to include more of Ford Avenue and parts of Highway 17. Thus, within the Ford Avenue Historic District, the Gateway Overlay and base zoning also apply. The Gateway Overlay addresses elements related to color, site design, landscaping, signage, lighting, and parking.

The ARB holds meetings monthly. A schedule of ARB meetings can be found on the City's website. For ease of operation, the members of the HPC and the ARB are the same.

Review Process Flow Chart



Section E.7 History of the Ford Avenue Historic District

Atypical of many commercial historic districts, the area defined as the Ford Avenue Historic District originally developed as a handful of buildings on gracious lots separated by fields and trees at its inception. Since that time, very few buildings from the Ford era have been lost on Ford Avenue. Modern development has however filled in what was open land associated with the rural setting of the one sparsely developed town. Given the nature of this growth, the intent of the district is to preserve the historic resources from the Ford era along Ford Avenue and ensure that all future development is harmonious in size, scale, material, and siting with the historic buildings that remain.

Attracted by the area's natural resources, the automobile magnate Henry Ford initially selected Bryan County as a southern retreat to experiment with the cultivation of goldenrod as a substitute for rubber. This was only the beginning, however, as Ford found many agricultural pursuits in Richmond Hill, with his growth and sale of iceberg lettuce garnering the most success.

Established as the railroad community of Ways Station, the previously struggling small town was largely home to tenant farmers prior to Ford's arrival. With the growth of Ford's interest and agricultural successes, his investment in the area expanded as his interest grew to include a passion for the community, on a major scale. As a result, Ford constructed numerous buildings for community use, utilizing local timber and labor to run a sawmill at the intersection of Ford Avenue and the Savannah, Albany, and Gulf Railroad, fueling construction efforts. Within the District, buildings attributed to Ford include a kindergarten, barbershop, commissary, bakery, fire station, community house, chapel, and courthouse, as well as several houses, many of which are used as businesses today. Largely used by those in his employ, these buildings were erected specifically to improve the quality of life for the people of Ways Station.

With an affinity for the character of buildings associated with Bryan County plantations, the buildings built by Ford in the District reflect this regional architectural style, adapted for small scale commercial and community use. This is showcased in the exclusive use of wood frame buildings covered in clapboard or board and batten, utilizing wood windows and doors, all painted white. Buildings are largely without adornment, with moderately pitched roofs, simple eaves and trim, and shallow brick chimneys. Each building was topped with a dark asphalt shingle or metal shingle roof. As a result, there is a rhythm and harmony to the buildings built by Ford that distinguishes them from others and remains today.

The Ford architectural vernacular is likewise present in other areas of Richmond Hill, in distinct groupings as part of two residential areas built by Ford for the housing of those in his employ. These areas are known as The Bottom and Blueberry Village. The gridded streets surrounding a ball field, coined "The Bottom," sit just southeast of the District, forming a large residential area divided only by a railroad. West of the Ford Avenue Historic District, on the opposite side of Highway 17, is Blueberry Village, the second residential area built by Ford, which sits north of Ford Avenue and east of Interstate 95.

Listed to the National Register of Historic Places in 1978, the area surrounding Henry Ford's estate in Richmond Hill, known as Richmond Hill Plantation, sits northeast of the Ford Avenue Historic District along the Ogeechee River. Following its construction in 1936, several additional buildings were built by Ford to facilitate the management and use of the estate for agricultural production, of which a few remain on the landscape. Today, these resources are intermingled with a handful of plantation era resources in addition to new development associated with the Ford Plantation Inc. community.

Within the Ford Avenue Historic District, the only historic resource from the Ford era that is an exception to the Ford architectural tradition is the Canaan Missionary Baptist Church. A concrete block building with

a front gable roof, the church was constructed in 1947. This date bookends the District's period of significance. The church is the second building constructed by the congregation to serve the community of Canaan. Canaan was formed by freed slaves from area plantations after emancipation. Shortly before his death, Ford provided financial assistance for the new church's construction.

Section E.8 Identification of Character-Defining Features

The creation of design guidelines is rooted in an understanding of the character-defining features that make up each historic building within a district as well as the character-defining features of the district itself.

These typically are the elements that your eyes are drawn to first and are considered a building's dominant features. Together, these individual elements make up a larger whole which conveys a building's significance. Like a building, a district has character-defining features which together make up the district's overall setting, context, and sense of place. It is the goal of the Ford Avenue Design Guidelines to retain and preserve the character-defining features of the Ford Avenue Historic District and its individual historic resources and ensure that new construction and alterations to existing buildings are executed in a way that is harmonious with the District's historic context.

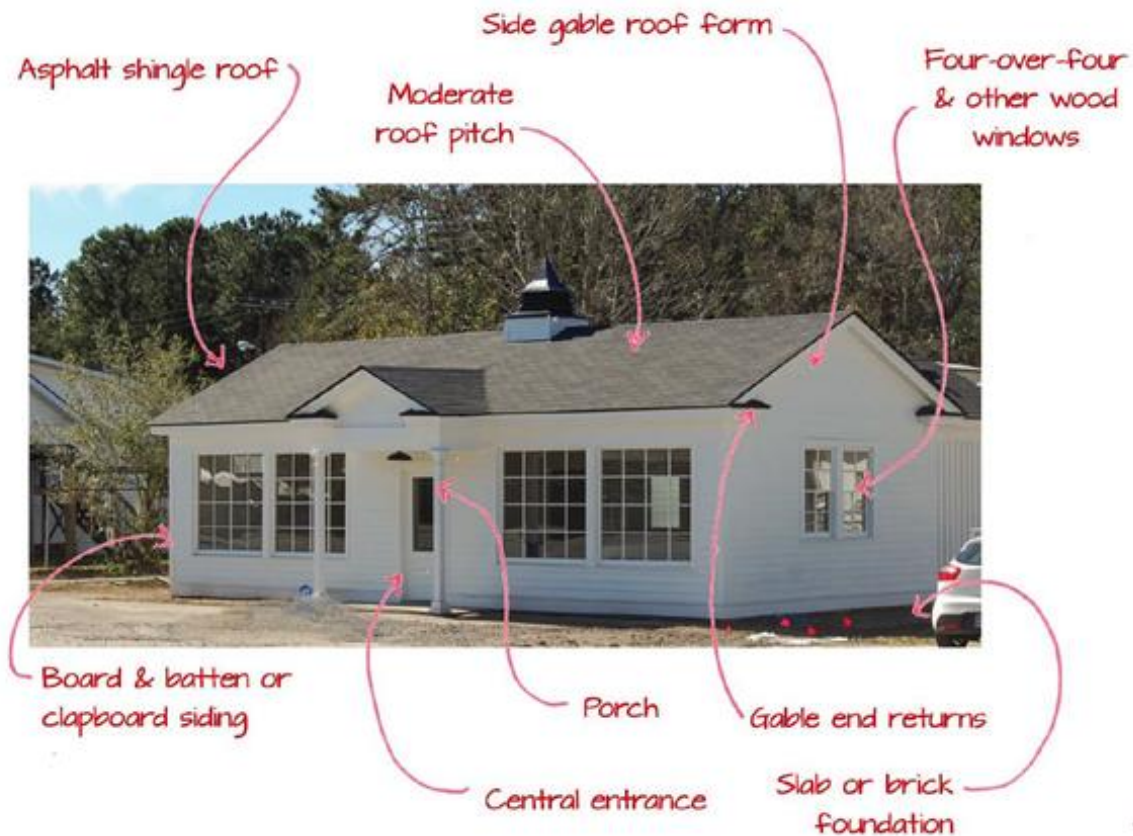


Figure 1: The character-defining features of the Ford Bakery at 10750 Ford Avenue.

Character-Defining Features of Ford Avenue

Upon Henry Ford's arrival, the context of Bryan County played a role in his vision for Richmond Hill. Specifically, he was influenced by the region's architecture and local materials. Ford developed his own architectural vernacular reflective of the construction techniques and styles visible in Bryan County, where wood frame plantation houses stood. Houses in Bryan County had minimal adornment, were covered in wood siding painted white, and had large porches and gabled roofs typically covered in asphalt or metal shingles. Ford relied on locally sourced lumber for construction, taking cues from the area's architectural vernacular to construct buildings in Richmond Hill in the same fashion, at a more modest scale.

Within the Ford Avenue Historic District, several character-defining features are identifiable and significant.

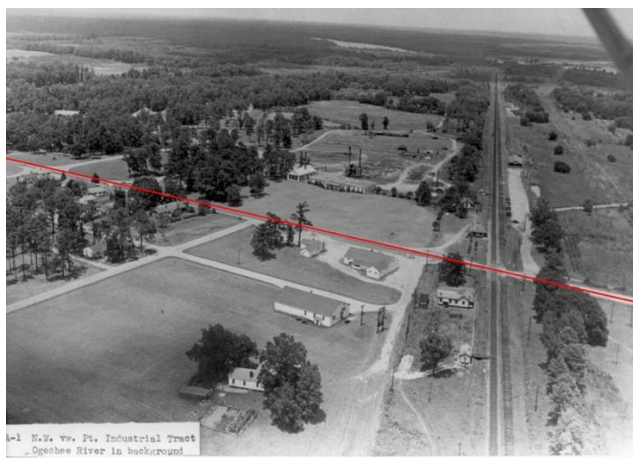


Figure 2 (Left): Historic aerial image of Richmond Hill looking north. Red line indicates Ford Avenue.



Figure 3 (Right): Historic birds eye view of Richmond Hill looking south. Commissary, bakery, and post office (since moved to new location) in foreground.

Sparse Development

Historically, Ford Avenue was characterized by sparse development as it was once more rural. Historic photographs show the placement of Ford-era buildings on large lots, set back from the street along a long, straight central thoroughfare, which later became Ford Avenue. Development was concentrated on the south side of the street, likely due to the presence of the Ogeechee River and the sprawling sawmill on the north side of the street, near where Plantation Lumber sits today.

Proximity to Railroad

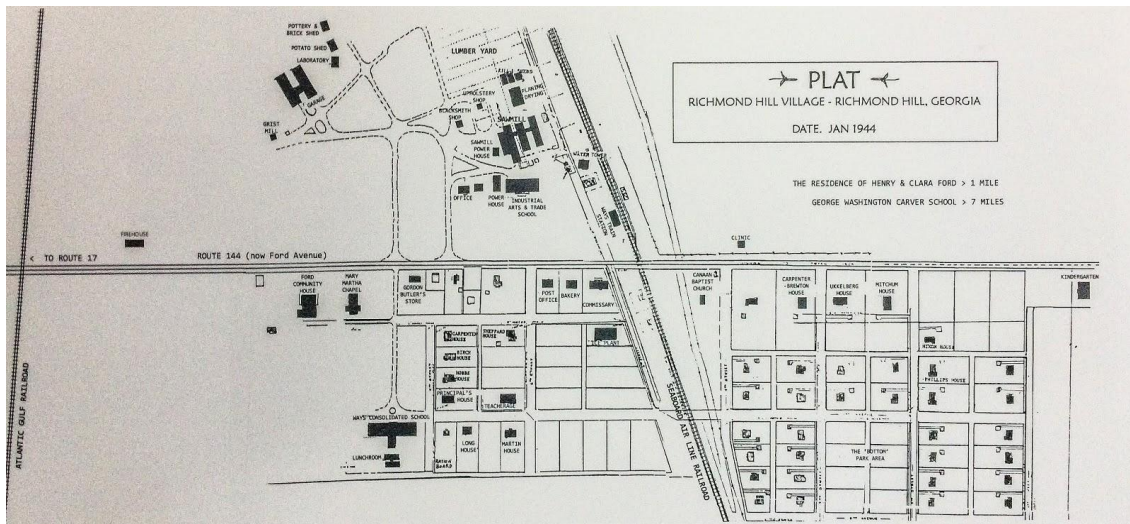


Figure 4: 1944 plat for Richmond Hill Village.

Ford constructed the buildings of Richmond Hill intentionally close to the railroad. With the establishment of Ways Station prior to Ford's arrival, the train station was central to the community and the economy as goods, materials, and people flowed in and out of Richmond Hill via the railroad. Running north-south, perpendicular to Ford Avenue, two rail lines bisect the District and are operable to this day. As a result, the railroad is a central feature of the District. Moving away from the railroad, fewer Ford-era buildings are found.

Setbacks



Figure 5: Historic image of the Martha-Mary Chapel and the Community House (left to right) showing a large grass lawn in front of each building.

Figure 6: Historic image of the Martha Mary Chapel showing the street edge in the foreground.

In keeping with the rural nature of the historic buildings along Ford Avenue, buildings constructed during the Ford era were largely setback from the street at a significant distance, ranging from 40 to 100 feet from the edge of the street. For buildings such as the Community House and the Martha-Mary Chapel, which are setback from the street roughly 90 to 100 feet, setbacks served the function of incorporating open space in

front of the building for outdoor activities. Typically, other sites such as the Bakery and Commissary, which are setback from the street roughly 40 to 50 feet, appear to have been constructed intentionally closer to the street for “stop and go” activity.

Wood

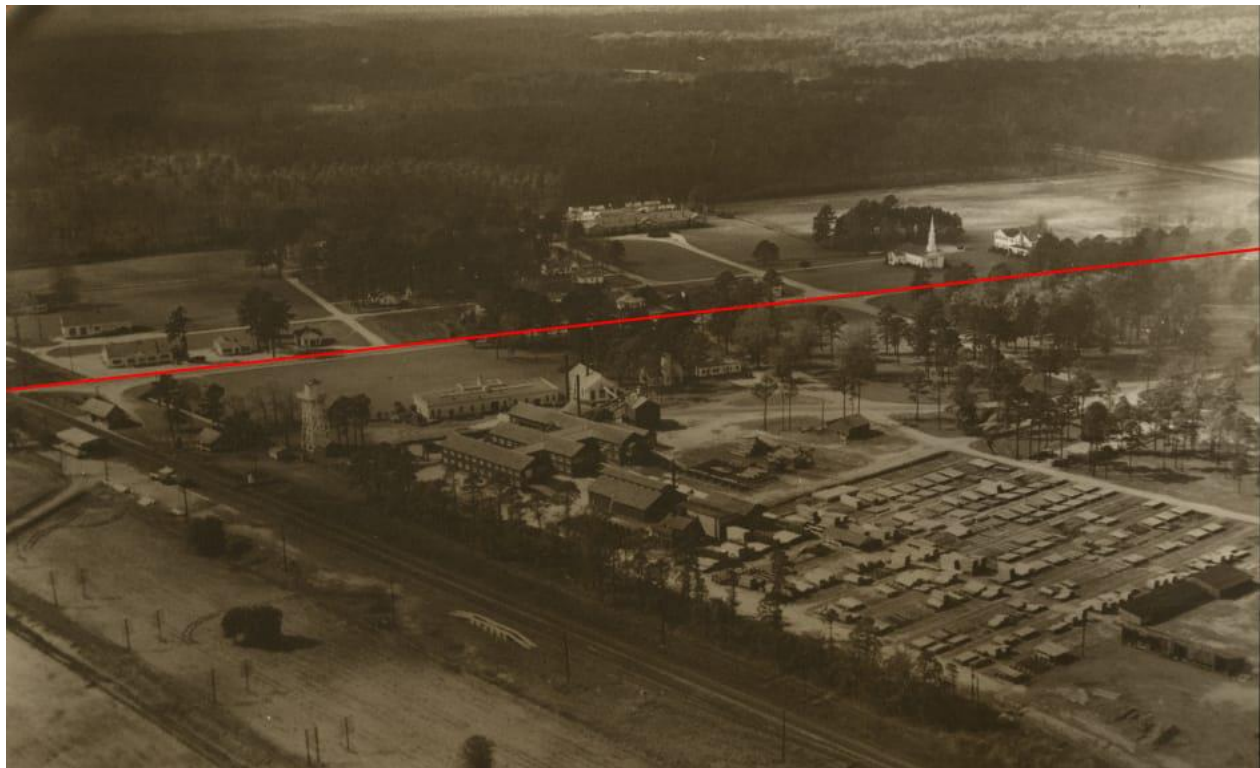


Figure 7 Historic aerial of Richmond Hill looking southwest. The Ford sawmill sits in the foreground and Ford Avenue is lined red.

Perhaps the single most character-defining feature of the historic buildings along Ford Avenue is the use of wood in their construction. With the district’s location along the eastern seaboard of Georgia, the availability of lumber, particularly heart pine, proved to be a driving force for the construction of Ford-era buildings. This meant the establishment of numerous mills in the area, including a large local operation built by Ford along Ford Avenue on the north side of the street adjacent to the Seaboard Airline Railroad.

Influenced by regional construction techniques, Ford made wood his material of choice for construction along Ford Avenue. To this end, all framing, exterior siding, molding and trim, porches, door and windows, soffits and fascia, and other elements of buildings constructed by Ford were built of wood.

The only exception to this method of construction is present at Canaan Missionary Baptist Church, which was constructed in 1947 and is built of concrete block.



Figure 8 The Ford Commissary.

Shingle Roofs

Present in the construction of all Ford-era buildings in Richmond Hill is the use of metal or asphalt shingle roofing that is dark in color. Historic photographs have confirmed that asphalt and metal shingles roofs were present throughout the town on buildings from the Ford era. As all buildings were gabled, this proved an affordable and sustainable choice in roofing that was highly visible. Further, the use of shingle roofing mimicked the use of shingles on the roofs of historic structures in the area.

Siding

Buildings along Ford Avenue were historically covered with wood siding as the exterior wall material of choice. Siding was either horizontal wood siding, sometimes referred to as clapboard or weatherboard, or vertical board and batten siding. No other material was used to cover buildings on Ford Avenue historically. One exception exists, the New Canaan Missionary Baptist Church, which is constructed of smooth concrete block.



Figure 9 The Community House.

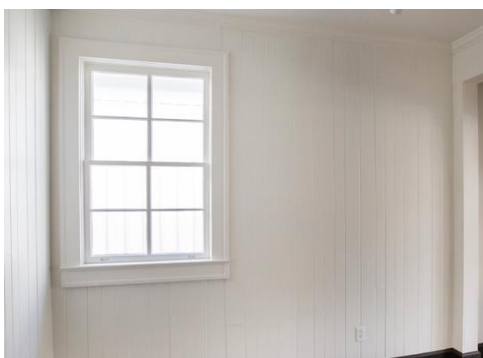


Figure 10 A window at the Ford Bakery.

Windows and Doors

All of the historic buildings along Ford Avenue utilize wood windows and doors. Civic, commercial, and religious buildings from the Ford era all have symmetrical facades and central entrances. Residential buildings often have asymmetrical facades, but always have wood doors and windows.

Most often, doors were paneled, and many civic and commercial doors had inlaid glass. The majority of windows in the District were built as double-hung sash with divided glass to create multiple panes in a pattern, known in the industry as “true divided light” sashes. Other window types present include long and narrow windows set horizontally that were fixed and placed high on a wall, as well as large storefront windows that are fixed. Both have divided panes of glass, as seen at the Commissary and Bakery.

The only exception to the use of wood windows in the District is the New Canaan Missionary Baptist Church, where aluminum windows with colored inlaid glass can be found.

Molding and Trim

While generally all the buildings built by Ford in Richmond Hill have minimal architectural detail, those on Ford Avenue were intentionally adorned with greater detail to emphasize the prominence of the civic and commercial corridor as well as the employment positions of those with select homes facing Ford Avenue. Architectural elements employed on buildings on Ford Avenue include gable end returns, fanlight transoms over entryway doors, as seen at the Community House; dentil moldings and decorative column capitals as seen at the Martha-Mary Chapel; and a rooftop cupola as seen at the Bakery. Although varied, there is a simplicity and modesty to the details that unites these elements aesthetically.



Figures 11 and 12 Examples of wood trim details on historic buildings on Ford Avenue.

Brick

When visible, foundations of historic buildings utilized brick, which was laid in piers connected by pierced or latticed brick, which reduced the overall number of bricks and allowed for greater air flow. Several commercial and civic buildings have minimally visible foundations. These buildings most commonly have concrete slab foundations.

One exception is the New Canaan Missionary Baptist Church, which has a concrete block foundation in keeping with the church's exterior wall material.



Figure 13 Typical Ford-era brick foundation on Ford Avenue.

Section E.9 Guidelines for the Treatment of Historic Features



Figure 11 The Ford Bakery before and after rehabilitation.

Given the importance of individual features in defining the overall character of a building, it is necessary to give appropriate consideration to how a proposed change, even if seemingly minor, may affect the historic character of a building. With this in mind, maintenance and rehabilitation projects should not be viewed as isolated actions but rather as a series of related activities that over time affect the perception of the historic places that define the community. By adhering to a set of universal preservation principles rooted in best practices, projects can be guided to respect and maintain the unique character of the Ford Avenue Historic District. This is best illustrated in the **Secretary's Standards for the Treatment of Historic Properties** which were established in 1966 as part of the National Historic Preservation Act. The ten standards associated with Rehabilitation can be found in their entirety in Section E.13.III. These standards are the backbone of this document and all historic preservation review. Additionally, the National Park Service has published a number of "Preservation Briefs" which illustrate and explain the appropriate treatment for historic buildings in detail, covering everything from the repair of historic windows to incorporating ADA standards into historic buildings. A list of these Preservation Briefs can also be found in Section E.13.IV.

Design Guidelines for the Treatment of Historic Buildings

The following sections reference the design standards found in Article 11 of the Unified Development Ordinance to provide clarification and elaboration as to their application. The section reference has been included for each standard for ease of use.

Foundations

Standard 11.3A.1a Historic foundation materials and design shall be preserved, maintained, and restored whenever applicable.

Preservation of foundation materials means that care is taken to ensure continued stability and maintenance. A regular inspection should ensure that:

- Piers are structurally sound,
- Mortar joints are not brittle or crumbling,
- Piers are absent from invasive vegetation,
- Foundation is dry and free from moisture intrusion.

Rising damp resulting from pooling rainwater in low lying areas can lead to the wicking of moisture away from the earth through porous materials such as brick, wood, or even cracked concrete. When examining foundation problems, a building's site and setting should be examined and addressed.

Standard 11.3A.1b Unpainted historic brick shall not be sealed, painted, or stuccoed.

Painting or sealing brick that was historically unpainted and unsealed is considered an insensitive alteration. Further, in some instances, paint and masonry sealants can hinder the ability of historic masonry to breath, hindering the natural movement of moisture through the brick.

Stucco spread over masonry creates a new appearance altogether and is not permitted.

Standard 11.3A.1c The re-pointing of historic lime mortar shall utilize mortar of a similar color, texture, profile, and composition. The re-pointing of historic brickwork with mortars that are dominated by, or contain, a high percentage of Portland cement shall be prohibited.

With the evolution of construction techniques, brick masonry and mortar compositions have changed over time. Historically, bricks and mortar were softer and more porous. Care should be taken to ensure that any alteration or rehabilitation of historic brick foundations involves:



Figure 14 Historic masonry that has been repointed with Portland cement which has led to degradation.

- Repointing using lime mortar. Lime mortars are usually composed of two parts sand to one-part lime. Harder modern mortars with high contents of Portland cement will resist the warm weather expansion of brick, causing cracking and spalling, and should never be used.
- Mortar mixes should be tinted if necessary, to match the color of the original mortar as closely as possible.
- Mortar joints should be thin and tooled match any original joints that remain.
- Parging, or the use of stucco or mortar to create a smooth surface over brick should be avoided as a rehabilitation technique.

Exterior Building Walls

Standard 11.3A.2a Exterior materials and design shall be preserved, maintained, and restored on walls and gable ends to include original details such as gable end returns, cornice details, corner boards, engaged columns, door and window trim, moldings, and shingles; in addition to historic exterior wall materials to include wood weatherboards or clapboards, board and batten, and concrete masonry units.



Figure 17 Paint loss and weatherization due to the disconnection of a downspout.



Figure 18 Vegetation adjacent to a historic building that could become a detriment to the building.

- Exterior materials and design are the historic exterior elements of a building visible from the right-of-way.
- The exterior should be free of invasive vegetation.
- Wood surfaces should be dry and painted, free of chipping paint to ensure no unfinished surfaces are exposed to moisture, weatherization, or termite infiltration.
- When deterioration is present, first identify and treat the cause and source. Often, faulty flashing, leaking gutters, cracks and holes, deteriorated caulking at seams, plant material, and insect or fungus infestation can lead to deterioration.

Standard 11.3A.2b If the replacement of wood siding or features is necessary, only deteriorated materials shall be replaced with wood to match the existing.



Figure 15 Wood siding repair and replacement and subsequent painting at the Ford Bakery.

- When necessary, wood features should be replaced with wood elements of the same design and finish.
- In some instances, rehabilitation may include partial replacement to encourage the retention of as much historic material as possible.
- Wood deterioration can often originate with moisture or termite infiltration, or significant weatherization due to the long-term absence of paint.
- Deteriorated Beyond Repair: While each material has a different threshold, “deteriorated beyond repair” generally means that more than 50% of a material feature is no longer in serviceable condition and repair is no longer feasible by patching, splicing, or otherwise reinforcing deteriorated materials.

Standard 11.3A.2c Paint or other coatings, such as stucco, shall not be permitted on unpainted or uncoated historic masonry.

Painting or sealing masonry that was historically unpainted and unsealed is considered an insensitive alteration. Further, in some instances, paint and masonry sealants can hinder the ability of historic masonry to breathe, hindering the natural movement of moisture through the brick. Stucco spread over masonry creates a new appearance altogether and is prohibited.



Figure 16 A historic brick foundation that has been painted.



Figure 17 Historic wood siding revealed during the removal of vinyl and asbestos shingle siding.

Standard 11.3A.2d Synthetic or imitation materials such as vinyl or aluminum siding, brick veneer, Exterior Insulation Finishing Systems (EIFS), or asphalt siding shall not be permitted.

Synthetic and imitation materials do not have the same visual and aesthetic appearance as historic materials. Additionally, they often have a shorter life-span and degrade at a quicker rate than historic materials. Often, synthetic materials that cover historic materials can trap moisture beneath, causing additional long-term damage.

Windows and Doors

Standard 11.3A.3a Original doors and windows visible from the public right-of-way shall be preserved, maintained, and restored to include associated transoms, sidelights, moldings, trim, and other elements.

Doors and windows are integral components to the historic buildings of Ford Avenue, serving to break up facades, allow natural light and air to enter, and add interest. Together, they help to convey the historic function of a building and the Ford architectural vernacular. Regardless of their placement, original window and door openings visible from the right-of-way should not be altered. Preserving historic window and door components should be considered a priority as inappropriate changes can diminish the integrity of a building.

- Maintain the original pattern, shape, and size of storefront window openings. Where alterations are necessary for security or functionality, the changes shall not be discernible from the exterior.
- Maintaining glazing putty and sealants to a good condition can minimize air and moisture penetration and improve energy efficiency. Further, adding weatherstripping can reduce infiltration by as much as 50%.



Figure 18 The Ford Commissary.

Standard 11.3A.3b When replacement parts are necessary, elements shall be replaced in-kind with features to match to include the duplication of profiles, massing, scale, and light patterns in design and material.

- Only the deteriorated section of a window should be repaired, removing as little historic material as possible. Wholesale replacement of entire window assemblies should be avoided when only isolated deterioration is present.
- If necessary, remove a sash from its frame before repairing in order to minimize inadvertent damage to other components.



• Only clear glass should be used when repairing damaged units on the front facade. Tinted, reflective, opaque, or patterned glass should not be used unless it was historically present.

Standard 11.3A.3c If the original window material and/or configuration is unknown, or if a new window is proposed in an unoriginal opening, the new window material and configuration shall be based on historic context.

Contributing buildings along Ford Avenue share similar attributes. Further still, there are commonalities in elements and design employed within specific building types. Building types include commercial, civic, religious, and residential. When historical, photographic, and/or physical evidence exists, other Ford-era buildings of the same type may be used as a reference in the rehabilitation of historic buildings on Ford Avenue.



Figure 19 Before, historic, and after images of the windows at the Ford Bakery showcasing the utilization of historic imagery to recreate missing features.

Standard 11.3A.3d When added, storm windows framing elements shall line up with existing window framing.

Storm windows should allow for a full-view of the primary window or have a meeting rail that aligns with that of the primary window. Storm windows should have no other divisions. Interior storm windows are preferred but should be installed in a manner that limits the potential for damaging condensation to form on the primary window. Incorporating airtight gaskets, ventilating holes, and/or removal clips is recommended.



Standard 11.3A.3e The addition of shutters, which are unoriginal to the District, shall not be permitted.

Figure 20 An interior storm window, shown in black, paired with a historic double hung sash.

Adding elements that resemble historic elements but were not historically present, such as shutters, can create a false sense of history and is considered inappropriate.

Porches and Ramps

Standard 11.3A.4a Historic porches shall be preserved, maintained, and restored to include all character defining features such as handrails, balustrades, columns, brackets, floors and ceilings, roofs, rafters, eaves, etc.

Almost every Ford-era building along Ford Avenue incorporates a porch on the front facade. Providing shelter, decoration, and outdoor space for living and working, porches help to define the composition and purpose of a Ford era building and should be preserved whenever possible.

- Regular maintenance should include sweeping the porch decking. Removing dirt and leaves by sweeping, is preferable to hosing the deck off with water so as not to saturate woodwork and promote decay.
- Vines and plants should be trimmed and not be trained to grow onto or allowed to grow beneath porches. Plants and vines reduce ventilation, promote a moist environment for insects and decay, accelerate open wood joints, and impede cyclical maintenance.
- Wood surfaces should be dry and painted and free of chipping paint to ensure no unfinished surfaces are exposed to the elements or moisture or termite infiltration.



Figure 21 The Ford Kindergarten.

Standard 11.3A.4b Porch elements shall be retained, rather than replaced. If replacement is necessary, elements shall be replaced in-kind based on documented and physical evidence, if possible.



Figure 22 The use of a secondary railing which has been added to a historic rail baluster for additional safety.

- Porches often contain more detail than other portions of the building to include chamfered posts, balusters, and other elements.
- Loose railings and balustrades present unsafe conditions and should be repaired as soon as possible.
- Historic porches generally have railings that measure 28 to 30 inches in height from the floor. When modifications are proposed for historic balustrades, concessions may be made to allow for the preservation of original, non-compliant railing heights, if historical, photographic, and/or physical evidence exists. When necessary for safety, a simple rail may be installed above the historic railing to allow for the retention of the historic baluster while maintaining minimal impact to the porch's appearance.



Figure 23 Before and after images of deteriorated wood column bases which have been repaired following the removal of the deteriorated sections, reusing as much historic material as possible.

Standard 11.3A.4c The enclosure of historic front porches visible from the public right-of-way, to include screening, shall not be permitted.

Historic front porches are character-defining features. Therefore, enclosing a front porch alters the spatial relationship of the porch and building, and results in a loss of integrity.

- Side and rear porches may be enclosed.

Standard 11.3A.4d The enclosure of side and rear porches shall also be subject to the “Additions” standards and guidelines.

The enclosure of a side or rear porch will ultimately read as an addition therefore the additional standards and guidelines relating to additions also apply.

Standard 11.3A.4e New porches shall not be permitted on primary facades.



Figure 24 A wood entry ramp which has been placed on the side elevation of the Community House.

- The **primary façade** is defined as the facade of building that faces the street or possesses the most prominent architectural articulation.
- Because primary façades are considered the most important façades, major changes, such as the addition of a porch, should be avoided. Such changes alter the integrity of the building.
- New porches may be permitted on secondary and rear façades, which are generally considered less visible and therefore less impactful.

Standard 11.3A.4f Handicap accessible ramps or entryways shall respect the character defining features, materials, and scale of the principal structure.

The incorporation of handicap accessible ramps can often prove to be a necessary addition to historic buildings and should be undertaken to provide welcoming access to those with disabilities in a manner that does not affect or obscure character-defining features and facades.

Standard 11.3A.4g Ramps shall be located on the side or rear of historic buildings whenever possible and shall not be anchored to the building.

- While not always possible, locating ramps on the side or rear of the building minimizes any negative impact on the primary façade.
- Ramps should be anchored to the ground instead of the building to reduce damage to historic materials.

Standard 11.3A.4h Ramps shall be made compatible through the incorporation of design elements from the primary façade.

Through the incorporation of design elements from the primary façade, such as similar materials, railing configuration, and column or post design, ramps can better blend into the architecture of the historic building.

Standard 11.3A.4i Prohibited materials include fiberglass (including Perma-Cast), vinyl, and PVC.

- These prohibited materials often look similar from a distance but upon closer inspection fail to resemble the aesthetic characteristics of historic materials.
- Synthetic materials age differently than their genuine counterparts and therefore tend to be much more noticeable in five to ten years, once some weathering has occurred.

Awnings and Signage

Standard 11.3A.5a Awnings shall not be permitted on historic buildings unless photographic or physical evidence exists to substantiate their historic location. In this instance, new awnings shall be of the same size, scale, and material based on evidence and historic context.

- No original awnings remain on historic buildings in the District.
- When used appropriately, awning can be integrated into the historic features of a building and accentuate those features.
- When used inappropriately, awnings can obscure and hide historic features of buildings.
- Because awnings tend to cover large portions of facades, they should only be incorporated when evidence suggests that they were there historically.



Figure 25 A metal awning that is hiding a historic transom window set above an original entry door.

Standard 11.3A.5b Awnings may consist of canvas, metal, or equivalent. Vinyl awnings shall not be permitted. PVC awning supports shall not be permitted.

Vinyl awnings have a sheen to them which was not present on historic awnings and should therefore be avoided.

Standard 11.3A.5c.i Signage attached to historic facades shall not obscure any character-defining features.

Signage that covers, conceals, or otherwise hinders the appreciation of a historic building's character-defining features shall be considered incompatible and should not be used.

Standard 11.3A.5c.ii Attachments shall not damage historic materials and shall be reversible.

- Signage should be carefully and sensitively located on historic buildings.
- The location of signage should not cover architectural features.
- Signage attachments should not damage historic materials during installation.
- It should be easy to remove the signage in the future and leave historic materials undamaged.
- Signage is also subject to the provisions of Article 16 Signs.

Roofs and Chimneys

Standard 11.3A.6a Original chimneys and roof materials, shapes, and pitch shall be preserved, maintained, and restored to include associated eaves, rafters, overhang, materials, and architectural decoration such as gable end returns, cupolas, and chimney corbels.

- The roof shape and other architectural features associated with it are cumulatively important to the overall integrity of the building.
- It is critically important to maintain the roof to keep it free from cracks and leaks. If a roof leak is left unrepaired, the damage to the remainder of the structure can be swift and severe.
- The roof shall be free of invasive vegetation.



Figure 26 Vegetation that is protruding from a historic chimney.

Standard 11.3A.6b When necessary, historic roof materials shall be replaced in-kind to match as closely as possible the texture, color, design, and composition of historic roof materials.

Rotten or otherwise damaged roof materials should be replaced with materials to match the historic materials.

Standard 11.3A.6c Only asphalt or metal shingles shall be used as replacement roofing material.

All contributing buildings within the District were originally constructed with asphalt or metal shingle roofs. These materials have been identified as character-defining materials in the District and should be used when replacement is necessary.

Architectural shingles, which are cut at angles, rather than squares, are incompatible. Readily available three-tab shingle roofs that are gray or black in color are a compatible alternative.



Figure 27 An image of the Mitchum House illustrating the use of asphalt shingle roofing.



Figure 28 A skylight placed on the front facade of a historic building.

Standard 11.3A.6d Skylights shall not be visible from the right-of-way.

Skylights can detract from the historic and aesthetic appearance of the roof and therefore should be minimally visible, i.e. placed on a rear façade to avoid visibility from the right-of-way.

Standard 11.3A.6e Gutters and downspouts shall either not be visible or shall be located on side and rear facades wherever possible.

Gutters and downspouts can detract from the historic and aesthetic appearance of the roof and therefore should be minimally visible, i.e. placed on a side rear façade, whenever possible.

Additions

Standard 11.3A.7a New additions shall preserve the historic building's character, form, significant materials, and features.

- Additions should not impact historic character-defining features of the original building.
- Additions that cover or obscure the view from the right-of-way of character-defining features should be avoided.
- Additions should be compatible with the size, scale, setback, and massing of the original building.



Figure 29 A distinct but compatible addition in board and batten, which has been added to the Ford Bakery. The addition is inset from the corner of the historic building, hidden from view when approaching from Ford Avenue.

Standard 11.3A.7b Additions shall be placed on rear or secondary elevations and be compatible in mass, size, scale, and design while remaining differentiated.

- Additions should be subordinate to the height and volume of the primary mass when visible from the street.
- Additions should reference the roof shape, pitch, and complexity of the original building.
- Additions should be compatible with the character of the historic building but also distinct in that they stand as a product of their own time. Subtle changes in material and architectural details may be an appropriate means for distinguishing additions from the original building.
- Simplified details that reference the character of the original building are appropriate.
- Door and window openings that conform to the proportion, size, and rhythm of those on the original building should be used.

Standard 11.3A.7c Additions shall be installed in a way that is reversible, so that the essential form and integrity of the historic building remains if the addition is removed.

- The addition should be attached to the historic building in such a way that it could be removed in the future with relative ease and the original configuration of the historic building restored.
- Additions should never be anchored, cantilevered, or otherwise dependent on a historic building for structural stability.

Standard 11.3A.7d Whenever possible, additions shall be separated by a simple, recessed, small-scale hyphen, or connection, to physically and visually separate additions from historic buildings.



Figure 30 Image illustrating the hyphen used to connect an addition built to accompany the Martha-Mary Chapel.

- Hyphens create a visual separation that can assist in the understanding and interpretation of what is historic and what is new.
- Hyphens allow for the preservation of interior floor plans through the creation of new spaces that are separate through a connecting element.
- Hyphens allow for greater opportunity for reversibility and minimal damage to the historic structure, should the addition later be removed.

Standard 11.3A.7e Rooftop additions shall not be visible from the public right-of-way.

- Rooftop additions, including rooftop decks, can have a significant impact on the overall appearance of a building and therefore should be minimally visible.
- When placed on secondary facades and not visible from the right-of-way, dormers can sensitively provide for the incorporation of additional interior space.



Mechanical Equipment

Standard 11.3A.8. All mechanical equipment shall, whether roof, wall, or ground mounted, be located on the side or rear façade and screened from view from any public right-of-way.

Mechanical equipment creates visual clutter and distracts from a building's architectural features. It should be located on side or rear facades and screened.



Accessory Buildings

Standard 11.3A.9a All accessory buildings shall be constructed to match the architectural features of the contributing building on the parcel or shall be screened from public view.

Architectural features that should be incorporated into the design of accessory buildings include materials, architectural details, roof shape, etc.

Standard 11.3A.9b Accessory buildings shall be located to the side or rear of the contributing building.

Accessory buildings should not detract from the prominence of the contributing building and therefore should be located in the side or rear yard.

Standard 11.3A.9c Accessory building shall be smaller in mass and scale than the contributing building.

Accessory buildings should not compete with the contributing building and therefore should have a smaller footprint and be lower in height than the contributing building.

Section E.10 Guidelines for Demolition, Neglect and Relocating Historic Buildings

Standard 11.3B Demolition, neglect and relocating historic building undermines the character and integrity of the District and shall be prohibited in all but the most extreme circumstances.

Demolition of a contributing building is the single most detrimental act to the historic character of the Ford Avenue Historic District. With only 26 buildings in the District designated as contributing, the loss of even one will have a negative impact on the overall character and integrity of the District. Every effort should be made to avoid demolition.

Demolition

Standard 11.3B.1 Demolition shall only be permitted when the following conditions are met:

- A. A threat to public health or public safety has been determined by the zoning administrator based on supporting documentation from a licensed structural engineer in the state of Georgia; and/or*
- B. Demolition is required to avoid exceptional practical difficulty or undue hardship upon any owner of any specific property. If the difficulty or hardship claimed is economic, the applicant shall submit sufficient evidence, to include:
 - i. An appraisal,*
 - ii. Property assessment,*
 - iii. Amount paid for the property,*
 - iv. Past income activity,*
 - v. Evidence of attempts to sell the property.**
- C. All evidence shall be reviewed to determine if the applicant has been deprived of a positive economic use or return on the subject property. Hardship shall not be of the owner's own making.*

There are only two circumstances in which demolition of a contributing building may be approved. The first is if the Zoning Administrator determines that there is a real and immediate threat to public health or safety, as supported by a report from a licensed structural engineer. An example of this situation might include if a building has been damaged by a fire and is in danger of collapse.

The second circumstance in which demolition of a contributing building may be approved is when there is exceptional practical difficulty or undue hardship on a property owner. If the hardship is economic, then sufficient documentation, as outlined in the ordinance and application form, must be provided. An example of this situation might include if a building is in such poor and uninhabitable condition that the amount of funding necessary to rehabilitate the building would far exceed any economic return a property owner might expect for any legal use. The hardship cannot be of the property owner's own making. Thus, in this example, if the property owner has neglected to perform regular maintenance on the building and has allowed it to deteriorate, the hardship provision cannot be utilized to justify demolition.



Figure 31 The Ford-era Ice House and George Washington Carver School, two buildings that were lost to demolition.

Neglect

Standard 11.3B.2 All properties shall be secured and stabilized consistent with the International Property Maintenance Code.

The failure to perform regular maintenance and repairs on buildings creates visual blight, reduces property values, and damages the historic integrity of the District. All properties, whether vacant or occupied, should be maintained in accordance with the International Property Maintenance Code and other relevant codes adopted by the City of Richmond Hill.



Figure 32 Railroad Postal Delivery Building.

Relocation

Standard 11.3B.3 The relocation of historic buildings shall only be permitted if the following conditions are met.

- a. The relocation is the only means to preserve the building.*
- b. The relocation has no negative effect on the character of the surrounding context or location, i.e. the relocation of a building to a new location on the same parcel or an adjacent parcel.*
- c. The relocation is on another site within the City of Richmond Hill.*
- d. Plans for the redevelopment of the lot meet the design standards for new construction, when applicable, as submitted and approved by the historic preservation commission prior to the issuance of a permit to relocate the building.*

Permissive neglect does not justify relocation.

Relocating historic buildings destroys the context in which a building is located and therefore should only be utilized as a method of last resort in order to save a building. The new location should be in as close proximity as possible to the original location. The orientation on the building on the new lot should be as similar as possible to the original.

Historic buildings should not be relocated for speculative reasons or in order to make land more valuable. Vacant lots are often unmaintained, overgrown, and not conducive to pedestrian and economic activity. Therefore, historic buildings should not be relocated unless a COA has been issued for new development on the original lot.

Section E.11 Guidelines for New Construction and Alterations to Non-Contributing Resources

New construction is not required to be a replica of historic architecture but should be compatible. The following guidelines provide methods and techniques to help ensure compatibility while still respecting the character-defining features of historic architecture. New buildings with similar mass, height, form and materials may have a contemporary expression.

Mass and Scale

Standard 11.3C.1a The overall mass and scale of a building shall be minimized by employing at least two (2) of the following methods, as approved by the historic preservation commission:

- i. Recessing building floors above the first story;*
- ii. Varying the height of the building and/or roof line;*
- iii. Incorporating multiple structures of varying sizes;*
- iv. Articulating doors, windows, balconies, and plate lines such as three (3) inch or more window and door recesses; or*
- v. Other significant architectural variations.*



Figure 33 An illustration showing the possibility of variation of form, material, and mass within new construction.

By utilizing two methods of architectural articulation and variation, not only is the mass and scale of the new building broken down to a more human scale, but the building has more architectural interest.

Standard 11.3C.1b Buildings with a footprint larger than 5,000 square feet shall give the impression of several smaller common wall buildings rather than one monolithic building.

Historic buildings in the District tend to have smaller footprints than their contemporary counterparts. In order to allow contemporary uses in a historic setting, buildings with larger footprints may be utilized provided that their overall scale is broken down by incorporating the visual appearance of several building with shared party walls. Changes in materials, roof shape, architectural detailing, and rhythm of solids to voids may be utilized to give the impression of multiple buildings.



Building Setback

Standard 11.3C.2a On parcels with an existing contributing building, the new building shall be located behind the front plane of the contributing building.

The contributing building should be the most prominent building on a parcel and not overshadowed by new construction.

New construction on parcels occupied by historic buildings may be permitted provided that the historic building remains the focal point.

The size and mass of both the contributing building and the new building are key factors to consider when determining the appropriate location of the new building. Larger new buildings should be located further away from the contributing building, while smaller new buildings may be closer.

Standard 11.3C.2b On parcels adjacent to parcels with contributing buildings, the front yard setback shall be a minimum of 10 feet or the average setback of the contributing buildings, whichever is greater.

New buildings should have approximately the same setback as adjacent contributing buildings.

Standard 11.3C.2c On all other parcels, the front yard setback shall be determined by the base zoning district.

If no contributing buildings are adjacent, the base zoning district should be referenced to determine the necessary front yard setback.



Building Height

Standard 11.3C.3 Maximum building heights shall be determined by the base zoning district, provided the following standards are also met:

- a. On parcels without contributing buildings, primary buildings shall be designed to create the impression of at least two stories.*

Two story buildings help to create a more compact and efficient footprint, avoiding sprawl.

Standard 11.3C.3b On parcels with contributing buildings, new construction shall not exceed the height of the contributing building.

The contributing building should be the primary focus of a parcel and not overshadowed by new construction on the same parcel.

Building Façade

Composition

Standard 11.3C.4ai The first floor shall promote interaction between pedestrian and building activities through the use of windows, doors, and storefronts.

Active first floors create a more pedestrian-friendly streetscape.

Standard 11.3C.4aii On multi-story buildings, all sides facing a street or parking area shall establish a differentiation between the ground floor portion of the façade and upper stories through architectural detailing such as cornice lines, changes of material, and stepped building faces.

Standard 11.3C.4aiii Buildings shall be designed with a visually distinct base, middle, and top through changes in details, materials, and texture.

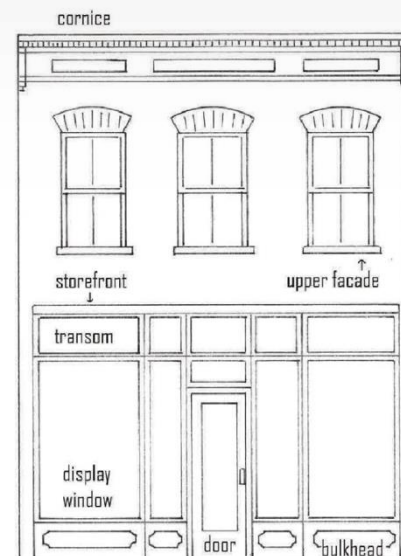


Figure 34 A common storefront layout showing a distinct base, middle, and top.

Standard 11.3C.4iv Exterior walls facing a street or parking area shall be made visually interesting by the use of architectural details (vertical elements, openings, change in materials or color, projections, recesses, etc.) as follows:

- *Institutional, office, and commercial buildings. No wall surface shall exceed 30 feet in length without an interruption in the horizontal plane of the wall of a minimum of two (2) feet and a vertical change in height of at least four (4) feet for a length of at least 15 feet.*

By differentiating the ground floor from the upper stories, buildings promote architectural interest and pedestrian interaction.

Building surfaces that are not homogeneous provide greater visual interest. Interruptions to a wall plane may include windows, doors, and other architectural elements and details.

Materials

Standard 11.3C.4b The exterior wall materials shall be wood or smooth cementitious clapboard siding (or otherwise equal as approved by the historic preservation commission). Building accents may be:

- *Stucco;*
- *Tabby; and/or*
- *Brick.*

The facades of contributing buildings within the Ford Avenue Historic District are largely white wood clapboard siding. Board and batten siding is also visually compatible. This is a character-defining feature of the District. New construction should maintain a similar design aesthetic.

Windows and Doors

Standard 11.3C.5a The primary entrance shall be prominent within the façade and shall face the street.

The primary entrance should face the street from which the building takes its address.

Standard 11.3C.5b Windows and doors shall create a pattern and spacing typical to the architectural vernacular.

- New construction should have a window and door pattern and spacing similar to contributing buildings.
- Buildings with too much space between openings or with openings in an unusual pattern should be avoided.

Standard 11.3C.5c Windows shall include mullions or similar divisions to avoid large expanses of glass on any wall in excess of 30 feet in length.

- Spans of glass larger than 30 feet in length are not typical on contributing buildings. The incorporation of divisions helps to break up large expanses of glass and add visual interest.
- Windows with divided glass are in keeping with the District's historic context.

Standard 11.3C.5d Window openings shall be vertical.

- On contributing buildings, windows (not including storefronts) typically have a vertical configuration. New construction should incorporate this feature.
- Sliding, ribbon, or other windows with a greater horizontal axis than vertical axis should be avoided.

Standard 11.3C.5e Windows and doors shall be inset a minimum of three inches.

By inseting windows and doors three inches from the façade, an overly flat appearance is avoided. Recessed windows and doors help to break up the façade, provide for the interplay of light and shadow, and also add visual interest.

Standard 11.3C.5f Where utilized, windows with divided lights shall be simulated divided lights (muntins on both the interior and exterior).

- “Applied” muntins on only one side of window glass create a flat appearance and do not simulate historic window patterns. These should be avoided.
- “True divided light” windows or simulated “sandwich” muntins are preferred.

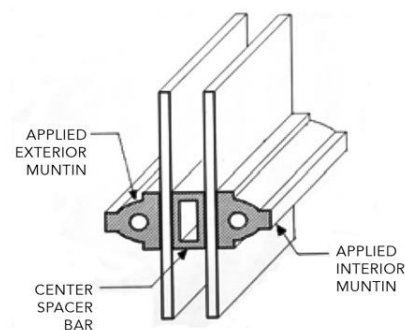


Figure 35 A window muntin section to show the three elements that together create a "sandwich" muntin as part of new window design.

Standard 11.3C.5g Solid vinyl windows shall not be permitted.

- Solid vinyl windows have a flat appearance and do not simulate historic window materials.
- Windows may be clad with vinyl or aluminum.

Roofs

Standard 11.3C.6a Variations in the roof line shall be created to add visual interest and reduce the overall scale of buildings. Extremely large roof elements that dominate other architectural features of a building shall not be permitted.

- Roofs on contributing buildings are either side or front gable in form. New roofs should likewise be simple in form.
- Mansard, jerkinhead, gambrel, or other complex roof forms are not compatible with the District's historic context and should be avoided.

Standard 11.3C.6b Roofs shall have a pitch of 4:12 and 8:12, and shall be standing-seam metal or asphalt shingles. Flat roofs shall not be permitted.

- Contributing buildings have pitched roofs with a medium slope.
- While contributing buildings have dark asphalt shingle roofs, silver standing-seam metal is also compatible with the District's period of significance and may be used on new construction.

Standard 11.3C.6c Gutters and downspouts shall not be visible on exterior walls visible to the public whenever possible.

Gutters and downspouts may be incorporated into the building roof and façade, or be located on secondary and rear facades.

Awnings and Signage

Standard 11.3C.7a Awnings may consist of canvas, metal, or equivalent. Vinyl awnings shall not be permitted. PVC awning supports shall not be permitted.

Vinyl awnings have a sheen to them which was not present on historic awnings and should therefore be avoided.

Standard 11.3C.7b All new signage shall be consistent with the standards in Article 16 Signs.

Mechanical Equipment

Standard 11.3C.8 All mechanical equipment shall, whether roof, wall, or ground mounted, be screened from view from any public right-of-way.

Mechanical equipment generally has an unsightly and cluttered appearance. It should be located on the side or rear of the building and screened from view.

Accessory Buildings

Standard 11.3C.9a All accessory buildings shall be constructed to match the architectural features of the main structure on the parcel or shall be screened from public view.

Architectural features that should be incorporated into the design of accessory buildings include materials, architectural details, roof shape, etc.



Figure 36 The Mitchum House and garage, which sits at the rear of the property, detached from the main house.

Standard 11.3C.9b Accessory buildings shall be located to the side or rear of the primary building.

Accessory buildings should not detract from the prominence of the primary building and therefore should be located in the side or rear yard.

Standard 11.3C.9c Accessory buildings shall be smaller in mass and scale than the primary building.

Accessory buildings should not compete with the primary building and therefore should have a smaller footprint and be lower in height than the primary building.

Section E.12 Guidelines for Landscape Planning and Construction Activities

All projects within the Ford Avenue Historic District are also within the Gateway Overlay District. As such, they are subject to the applicable regulations in the Unified Development Ordinance. Landscape planning and construction activities are specifically addressed Section 11.5 Site Design and Article 15 Landscaping and Tree Protection. Where there is a conflict in the standards, the stricter provision shall apply.

Section E.13 Resources and References

I. Glossary of Abbreviations and Terms

Abbreviations

ARB. Architectural Review Board
HPC. Historic Preservation Commission
COA. Certificate of Appropriateness
UDO. Unified Development Ordinance

Terms

Building Type. This refers to the overall form of a building, its outline or envelope; and in some cases relates to its layout or floorplan.

Certificate of Appropriateness. A document evidencing approval by the Historic Preservation Commission of an application to make a material change in the exterior appearance of a local historic landmark, an exceptionally significant resource, or a resource located within a designated historic district.

Contributing. Any resource located within a historic district which adds to the historical integrity or architectural qualities that make the historic district significant.

Deteriorated Beyond Repair. While each material has a different threshold, “deteriorated beyond repair” generally means that more than 50% of a material feature is no longer in serviceable condition and is no longer feasible to repair by patching, splicing, or otherwise reinforcing deteriorated materials.

Design Review. The evaluation of any proposed exterior work upon a property within the Ford Avenue Historic District to ensure it is consistent with the standards and guidelines adopted for the district.

Distinct But Compatible. This statement refers to the design of additions to contributing buildings, which should be compatible with the character of the historic building but also stand as a product of its own time. Subtle changes in material and architectural details may assist in distinguishing additions from original buildings.

Maintenance. Activities that involve the preservation or repair of existing historic materials and building form.

Integrity. Ability for a resource to convey its significance through location, design, setting, materials, workmanship, feeling, and association.

Non-Contributing. Any resource that is within the bounds of a historic district but does not add to the historical integrity or architectural qualities that make the historic district significant.

Secretary of Interior’s Standards for Rehabilitation. Ten standards for historic building rehabilitation codified as 36 CFR 67 as part of the National Historic Preservation Act.

Period of Significance. The length of time when a district was associated with important events, activities, or persons, or attained the characteristics which qualify it for historic designation.

Primary façade. The facade of a building that faces the street or possesses the most prominent architectural articulation.

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.

Zoning Administrator. The designated City staff person who administers the building code and reviews building permit applications.

II. Inventory of Contributing Buildings



J.F. Gregory House (c1940)
85 Richard Davis Drive



Ford Fire Station (c1940)
10425 Ford Avenue



Courthouse (c1945)
9930 Ford Avenue



Community House (c1936)
10512 Ford Avenue



Martha-Mary Chapel (c1937)
10550 Ford Avenue



Gordon Butler's Store (c1925)
10610 Ford Avenue



House (c1939)
10646 Ford Avenue



Post Office (c1944)
104 Dogwood Avenue



Postmaster's House (c1930)
10686 Ford Avenue



Ford Bakery (c1939)
10750 Ford Avenue



Ford Commissary (c1941)
10770 Ford Avenue



Railroad Postal Delivery Building (c1940)
Cherry Street



Railroad Postal Annex (c1940)

Cherry Street



New Canaan Baptist Church (1947)

10872 Ford Avenue



House (c1940)

10904 Ford Avenue



Office Manager's House (c1940)

10950 Ford Avenue



Dr. Ukkelberg House (c1939)

10982 Ford Avenue



Mitchum House (c1940)

11026 Ford Avenue



Ford Kindergarten (c1940)

11460 Ford Avenue



Ford Barbershop (c1938)

11460 Ford Avenue

III. Secretary of the Interior's Standards for Rehabilitation

The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. They also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction.

The treatment "rehabilitation" assumes that at least some repair or alteration of the historic building will be needed in order to provide for an efficient contemporary use; however, these repairs and alterations must not damage or destroy materials, features or finishes that are important in defining the building's historic character.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

IV. Preservation Briefs

The National Park Services also publishes Preservation Briefs (available at <https://www.nps.gov/tps/how-to-preserve/briefs.htm>) which provide practical, how-to information about rehabilitating various aspects of historic buildings.

1. Cleaning and Water-Repellent Treatments for Historic Masonry Buildings
2. Repointing Mortar Joints in Historic Masonry Buildings
3. Improving Energy Efficiency in Historic Buildings
4. Roofing for Historic Buildings
5. The Preservation of Historic Adobe Buildings
6. Dangers of Abrasive Cleaning to Historic Buildings
7. The Preservation of Historic Glazed Architectural Terra-Cotta
8. Aluminum and Vinyl Siding on Historic Buildings: The Appropriateness of Substitute Materials for Resurfacing Historic Wood Frame Buildings
9. The Repair of Historic Wooden Windows
10. Exterior Paint Problems on Historic Woodwork
11. Rehabilitating Historic Storefronts
12. The Preservation of Historic Pigmented Structural Glass (Vitrolite and Carrara Glass)
13. The Repair and Thermal Upgrading of Historic Steel Windows
14. New Exterior Additions to Historic Buildings: Preservation Concerns
15. Preservation of Historic Concrete
16. The Use of Substitute Materials on Historic Building Exteriors
17. Architectural Character—Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving their Character
18. Rehabilitating Interiors in Historic Buildings—Identifying Character-Defining Elements
19. The Repair and Replacement of Historic Wooden Shingle Roofs
20. The Preservation of Historic Barns
21. Repairing Historic Flat Plaster—Walls and Ceilings
22. The Preservation and Repair of Historic Stucco
23. Preserving Historic Ornamental Plaster
24. Heating, Ventilating, and Cooling Historic Buildings: Problems and Recommended Approaches
25. The Preservation of Historic Signs
26. The Preservation and Repair of Historic Log Buildings
27. The Maintenance and Repair of Architectural Cast Iron
28. Painting Historic Interiors
29. The Repair, Replacement, and Maintenance of Historic Slate Roofs
30. The Preservation and Repair of Historic Clay Tile Roofs
31. Mothballing Historic Buildings
32. Making Historic Properties Accessible
33. The Preservation and Repair of Historic Stained and Leaded Glass
34. Applied Decoration for Historic Interiors: Preserving Historic Composition Ornament
35. Understanding Old Buildings: The Process of Architectural Investigation
36. Protecting Cultural Landscapes: Planning, Treatment and Management of Historic Landscapes
37. Appropriate Methods of Reducing Lead-Paint Hazards in Historic Housing
38. Removing Graffiti from Historic Masonry
39. Holding the Line: Controlling Unwanted Moisture in Historic Buildings
40. Preserving Historic Ceramic Tile Floors
41. The Seismic Rehabilitation of Historic Buildings
42. The Maintenance, Repair and Replacement of Historic Cast Stone

43. The Preparation and Use of Historic Structure Reports
44. The Use of Awnings on Historic Buildings: Repair, Replacement and New Design
45. Preserving Historic Wooden Porches
46. The Preservation and Reuse of Historic Gas Stations
47. Maintaining the Exterior of Small and Medium Size Historic Buildings
48. Preserving Grave Markers in Historic Cemeteries
49. Historic Decorative Metal Ceilings and Walls: Use, Repair, and Replacement
50. Lightning Protection for Historic Buildings

V. Financial Incentives

Downtown Development Authority Façade Grants

<https://www.richmondhill-ga.gov/337/Downtown-Development-Authority>

Federal Grants <https://www.grants.gov>

Georgia Department of Economic Development <https://www.dca.ga.gov>

Georgia Humanities Council <http://georgiahumanities.org/grants>

Georgia Trust for Historic Preservation Callahan Grant

<https://www.georgiatrust.org/resources/grants-fellowships/>

Historic Landscape and Garden Grant Program <http://gardenclub.uga.edu/gardengrant.html>

Historic Preservation Division Grants <https://georgiashpo.org/tax-grants>

National Trust for Historic Preservation <https://savingplaces.org/grants>

VI. Quick Reference Sheet

Richmond Hill Ford Avenue Historic District Quick Reference Guide

What is design review? Design review is the evaluation of any proposed exterior work to a property within the Ford Avenue Historic District to ensure it is consistent with the standards and guidelines adopted for the District.

Which properties require design review? All properties within the Ford Avenue Historic District require design review.

What work requires design review? All work involving a change to the exterior requires design review. This includes alterations to existing buildings, additions, new construction, relocation, and demolition. Interior alterations and ordinary maintenance do not require design review.

What is a Certificate of Appropriateness (COA)? A COA is the approval document certifying that a proposed project is consistent with the historic district design standards and guidelines. An applicant must apply for a COA prior to beginning a project. The Historic Preservation Commission or Planning and Zoning Staff will review the project and determine if it meets the standards. If the standards are met, a COA is issued. After a COA is issued, the applicant may then apply for a building permit.

What happens if work begins before a COA is issued? If work begins prior to approval of a COA, a stop work order may be issued with the property owner subject to either fines or an order to restore the condition of the property.

Where can assistance be found? The Ford Avenue standards and design guidelines are useful for project planning; Planning and Zoning Staff may also be able to assist with project planning.

Are there any other review procedures? Review of projects by the HPC may not be the only review required before work may proceed. Other city departments and boards may be required to examine a project for compliance with: land use and zoning regulations, building and fire codes, sign ordinances, and, tree and landscape ordinances. Planning and Zoning Staff can assist with this determination.

VII. Bibliography

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<https://www.thehenryford.org/collections-and-research/>

Georgia Historical Society.

<http://georgiahistory.com>

National Park Service.

<http://nps.gov>

Richmond Hill Historic Resources Survey, 2019.

Sherman, Christy. Photographs of the Henry Ford Bakery Rehabilitation, 2018-2019.