FLEETWOOD BOROUGH

ARCHITECTURAL OVERLAY DISTRICT

Borough of Fleetwood
Berks County, Pennsylvania

Fleetwood Borough Council
Fleetwood Borough Overlay Committee
Berks County Redevelopment Authority

Draft Review Submission
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ARCHITECTURAL OVERLAY DISTRICT

Introduction and Background

In 2009, the Fleetwood Borough Council, in cooperation with the Berks County Redevelopment Authority, initiated conversations and meetings regarding the future development and improvement of the physical aspects of the Borough.

The meetings and ensuing studies revolved around concerns over possible new development of available and open parcels as well as renovations, rehabilitations, repairs and conversions of existing buildings in the central portion of the town.

Initial areas of concern included the vacant former Tannery site, which was owned by an out-of-town developer; the changing character of older and core portions of the town; the central business district and older surrounding residential and industrial neighborhoods.

Out of this concern was raised a vision for the future of Fleetwood: “A Vital Community,” based on the traditional and architectural context of the Borough’s past while encouraging a future for business and community quality. The question was: how to stimulate economic growth and still respect the town’s character? Thus was born the concept of an Architectural Overlay District to start the process to enhance the quality of Fleetwood’s future.

A series of Workshop meetings were held in 2010 to determine the various elements of the Overlay District.

Participating in the Workshops were members of Borough Council, the Planning Commission, the Mayor, Borough staff, local business and property owners and interested citizens.

The Workshops were guided by Council in cooperation with County Redevelopment Authority staff and their Consultants, Olsen Design Group and Stackhouse Bensinger, Inc.

Process

The following elements were established and executed through the Workshop process:

1. **Determination of the Overlay Ordinance Area District:** The participants studied the existing Zoning Map of the Borough in conjunction with the Redevelopment Area (RDA) Map established by Council in 2006. In addition, the participants fine-tuned the determined final area with their individual familiarity with certain key buildings and parcels. The Overlay District Map is attached to this document as an Exhibit to the Draft Ordinance.

2. **Photographic Inventory of the Properties in the Overlay District:** Stackhouse Bensinger staff digitally photographed all properties that fronted on the 11 streets within the Overlay Area. Over 1,400 photos were taken to capture all the properties and structures. All photos were shot from the respective streets and show the frontage of each property.

The photos were sequenced and grouped by each street; and each side (north/south or east/west).
3. **Review and Commentary of Photographic Inventory:** At the next Workshop, the Overlay Committee, augmented by interested public attendees, reviewed all photographs and added written notes directly on the photos. The notes describe important architectural details, styles, elements, eyesores, incongruent or out-of-character design, materials, uses, etc.

4. **Analysis / Classification Based on Photo Inventory and Participant Commentary and Notes:** The Consultants then analyzed all photos and notes. The first task was to categorize them by Land Use: Commercial, Residential, Industrial or Institutional. The second categorization was street and neighborhood, third by comments on style, finish, maintenance, use conflict, restoration, additions, new construction, etc., and fourth, by architectural detailing, design, massing, and overall aesthetics.

5. **Correlation to Identified “Areas of Concern”:** The Committee synthesized problems and potentials in the Overlay Area with priority focus on:
   a. Open tracts for development
   b. Vacant and underused buildings
   
   Second-tier concerns in support of the above priorities include:
   a. Loss of community character and “patina”
   b. Land use conflicts
   c. Quality and consistency of new buildings, additions and repairs
   d. Blight issues and maintenance of properties

6. **Zoning Ordinance Integration:** The final step of the effort creates a new Chapter to amend the Zoning Ordinance: “Architectural Overlay District”

   This Chapter describes the intent and specific criteria for conformance.

   Applicants’ projects conforming to the design criteria benefit through bonus allocations and relaxed design criteria to encourage use of the Overlay.

   The Chapter also is underlain by the existing zone’s regulations designating Land Use; that is to say the uses under the existing Ordinance Chapters still apply. Only design criteria and certain setbacks, etc. change under the Overlay District, which have the goal of incentivizing restoration and new construction.

   Other incentives, such as financial reimbursement for certain improvements and design compliance, are also detailed as well as the Application, Review and Approval Process.
Draft Ordinance

AOD-1 Architectural Overlay District (Article 406 of the Fleetwood Borough Zoning Ordinance)
An Ordinance amending the Borough of Fleetwood Code of Ordinances to enact a new Chapter of the Zoning Ordinance, therefore governing the Fleetwood Borough Architectural Overlay District.

It is hereby ordained and enacted by the Borough Council of the Borough of Fleetwood, Berks County, Pennsylvania as follows:

Legal Basis
The adoption of a new Article 406 creating provisions for the Fleetwood Borough Architectural Overlay District within Chapter 4 Zoning of the Borough Code of Ordinances is enabled through the provisions of the Pennsylvania Municipalities Planning Code, PL 805, No. 247 as re-enacted and amended.

Article 406.1 – Purpose: Intent of Regulations
Article 406.1 of the Borough Zoning Ordinance is enacted for the purposes outlined herein:

1. To preserve the aesthetic and architectural essence of the Borough of Fleetwood;
2. Enhance the existing building stock of the Borough through consistency and quality, upkeep and maintenance and attracting buyers and tenants;
3. Implement new construction and development controls to assume consistency of community character, construction quality and sustainability;
4. Incentivize rehabilitation and new construction through regulatory bonuses and relief, and financial assistance when available;
5. Increase property values and stability through quality of construction, quality of upkeep, and property upgrades and redevelopment
6. Attract new business opportunities through tax base expansion, employment growth and the support of local businesses;
7. Enhance the quality of community life through improved neighborhood character and safety, pedestrian friendly design, local business stability and diversity and pride of property ownership.

Article 406.2 – Designation of Architectural Overlay District Boundaries
1. Establishment. Pursuant to PL 805, No. 247, there is hereby ratified and confirmed in effect in the Borough of Fleetwood a Zoning District known as the “Architectural Overlay District.”
2. **Boundaries.** The limits and boundaries of the Architectural Overlay District shall be all the properties within the boundaries designated on the Architectural Overlay District Map, Exhibit ‘A’ of this Ordinance.

3. **Location of Architectural Overlay District Map.** In addition to being placed in the Borough’s Zoning Ordinance, Borough Code of Ordinances and being a part thereof; a copy of the Architectural Overlay District Map shall be located at the Borough’s offices and be accessible for public inspection during regular business hours.

4. **Revisions.** The boundaries of the Architectural Overlay District as delineated herein shall not be changed (expanded or decreased) without the review and approval of Borough Council.

**Article 406.3 – Conflict with Other Code Sections**

The definitions and regulations set forth in this Article shall apply solely to the Architectural Overlay District. Wherever there is a conflict or inconsistency between the Architectural Overlay District regulations and other definitions of the Zoning Ordinance, those regulations set forth in this Article shall govern the development and redevelopment within the Architectural Overlay District.
Article 406.4 Design Criteria

a) Materials

1. Exterior Painting, Metals and Masonry

All buildings within the Architectural Overlay District should be restored to their original architectural period if appropriate. Modifications which use color, details and architectural motifs from other eras should be avoided. Cosmetic “face-lifts” which cover and/or obliterate the original architectural character of a façade should be avoided.

The original materials used for wall facings and ornamentation such as brick, sheet metal, cast iron and the colors themselves, give buildings their special character and identity. The materials actually provide visual harmony to the entire streetscape and downtown atmosphere. Covering original material and details of just one building with inappropriate substitutes like aluminum or vinyl siding and stucco destroys the architectural character and identity of the entire commercial district. Repair and proper maintenance of original exterior surfaces and decorative features is the best solution to the problem of a deteriorating façade. By taking advantage of the quality of the original materials and design, the life of a building will be indefinitely prolonged and its commercial value increased.

A. Brickwork / Masonry

The Architectural Overlay District encourages and recommends the following:

- When cleaning or removing paint from buildings that are made of brick or masonry, use steam or low pressure water (no more than 300psi).
- Never sandblast or use abrasives on brick. Brick is one of the least costly materials to maintain.
- To preserve its original beauty and prolong its life, only periodic cleaning and repointing are required.

Repoint brick and masonry façades when required. Repointing is the process of removing deteriorated mortar from the joints of a wall and replacing it with new mortar. Repointing is required when weather and the elements have worn away the mortar or when the mortar is so old that it begins to break apart and crumble from between the building blocks. Properly done, repointing restores the visual and physical integrity of brick and masonry. When repointing, match new mortar to the original compressive strength, color, composition, depth, and finishing of the original joints. Failure to match mortar may be harmful to the composition of the building.

If brick is already painted, it may be cleaned with a chemical paint remover, but a test should be done to make certain that the brick won’t be damaged by the process. Brick used in some older buildings was fired from inferior clay and was meant to be protected. In this case, match the original paint color that was used to protect the surface; otherwise, painting brick is not recommended or encouraged.

Repair decorative brickwork and masonry whenever possible. Only replace decorative masonry features when they are completely missing or too deteriorated to repair. Use existing physical evidence to guide the new work and match the original features as closely as possible.

B. Wood

The Architectural Overlay District encourages and recommends the following:

- All wood structures and wood trim should be prepared for painting by manually scraping old paint to reveal the original architectural details
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- Wood should not be cleaned by sandblasting or by using pressurized water or steam.
- In areas where wood is beyond repair, appropriate carpentry is available. Professional milling of architectural elements or composite reproductions are available.
- Wood details should not be covered over with cladding which hides the original milled wood work.

C. Metals
1. Sheet Metal
The Architectural Overlay District encourages and recommends the following:
- Clean all sheet metal using chemical paint remover.
- Never sandblast or use abrasives on sheet metal.
- Repair or replace damaged areas with sections duplicated by a commercial sheet metal shop.
- Automobile fiberglass compounds can be used to fill and patch small voids and dented areas.
- Properly prime and paint sheet metal with oil-based paint to prevent rusting.

2. Cast Iron
The Architectural Overlay District encourages and recommends the following:
- Use wire brushes and steel wool to remove loose or deteriorating paint and rust. Chemical paint removers should not be used on cast iron.
- Heat or low pressure sandblasting may be used to remove paint from cast iron.
- Missing cast iron parts can be recast in aluminum, fiberglass or reinforced gypsum polymer cements.
- Properly prime and paint cast iron with rust inhibitive paint made for use on exterior metal surfaces.
- A powder coating may be applied to entire architectural pieces for longer term rust prevention.

D. Painting and Color Palettes
The Architectural Overlay District encourages and recommends the following:
- White paint is a reversible treatment, paint color(s) should nonetheless be chosen from those colors which are appropriate to the period of the building and should be applied to architectural features in a period appropriate fashion.
- The placement and quantity of accent colors and the relationship of lights to darks should be in keeping with the building’s character.
- Use historically accurate color palettes. Local paint suppliers or the Architectural Overlay District resource library can help you select colors from their historical collections.
- For most of Fleetwood’s buildings, use colors from the period between 1880 and 1930.

Avoid large areas of stark, bright white, as it is often not historically accurate and shows dirt faster than most colors. In many cases, the original colors used on any building can be determined with a minimum of detective work. In the process of scraping old paint, you should be able to uncover the original coat of paint and match it to samples provided by local paint suppliers. However, discretion is allowed depending on choices made by original owners.

E. Stucco
The Architectural Overlay District encourages and recommends the following:
- Repair stucco façades by removing only the damaged material and patching with new stucco.
- Duplicate the strength, composition, color and texture of the original stucco surface.
Article 406.5 Architectural Elements and Details

This section outlines the uses and appropriateness of architectural designs and features that give existing and new buildings and outdoor spaces their personality.

1. **Windows and Doors**

   A. **Store Front Entrance Ways**
   The Architectural Overlay District encourages and recommends the following:
   - The design of entrance ways and the street-level portion of façades should be compatible with the design of upper floors to retain the overall character of a building.
   - Retail stores, service-oriented businesses and restaurants should have large pane, proportioned display windows on the ground level.
   - Buildings with multiple storefronts should be visually unified through the use of building materials, colors, architectural details, awnings, signage and lighting. It is encouraged to work with attached property owners to create unity.
   - The original proportions of windows and any special features such as transoms or leaded glass should be retained.
   - Entrances should be well defined by architectural elements such as lintels, pediments, pilasters, columns, porticos, porches, railings, balustrades, etc.
   - Avoid replacing an entire building front when repairing existing materials and surfaces or replacing parts or sections may be all that is necessary.

   B. **Windows and Shutters**
   The Architectural Overlay District encourages and recommends the following:
   - Repair of windows, original to the structure, is recommended as a priority to business/property owners.
   - New windows should be compatible with the style, size, material, color and detail of windows on the existing building.
   - Whenever possible, windows on upper floors should align vertically with windows and entrances on the first floor.
   - The rhythm of windows and façade openings and decorative window trim should be consistent with that of the original building.
   - New windows should match the original ones in size, material and style.
   - When appropriate to the design of a building, shutters should be provided on all windows.
   - Proper hardware should be used for the installation of shutters.
   - Air conditioning vents are discouraged in all windows facing streets.

2. **Site and Building Enhancements**
   The design and use of sidewalks, fences, landscaped areas and lamp posts can dramatically affect the attractiveness of the Architectural Overlay District to potential shoppers. Conversely, if poorly designed or not used at all, these elements can detract from the public's experience of a downtown area and leave negative impressions. Well-designed and implemented site and building enhancements add value to properties.

   A. **Paving and Sitescaping**
   The Architectural Overlay District encourages and recommends the following:
   - Quality paving materials should be used on sidewalks, pedestrian walkways, pathways, plazas and courtyards. The materials should be appropriate for the proposed pedestrian function and circulation requirements of such areas.
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- The materials and design should enhance the overall site and be consistent with the building itself.
- Avoid using asphalt for pedestrian walk or pathways.
- All areas of a site not occupied by buildings, parking facilities or other improvements should be landscaped with trees, shrubs, hedges, perennial gardens or ground cover.
- Plantings should be designed in a manner that is complimentary to the surrounding property and buildings.
- Tree guidelines, both selection of trees and planting, are on file in the Fleetwood Borough office and are incorporated herein by reference.

B. **Walls and Fences**
The Architectural Overlay District encourages and recommends the following:
- Walls and fences should match the architecture and style of the building(s) on the property.
- The materials used and color of walls and fences should be consistent.
- Avoid the use of highway-style guard rails and stockade or contemporary security fencing such as chain link fences and barbed or razor wire.
- Garden walls and appropriate fencing styles should continue through the building line along sidewalks.

C. **Exterior Lighting**
The Architectural Overlay District encourages and recommends the following:
- When selecting lighting fixtures, use minimum wattage metal halide or high pressure sodium light sources. Low pressure sodium and mercury vapor light sources are discouraged.
- Select decorative lamp posts that conform to downtown Fleetwood’s lighting standards. Their design should be appropriate to the overall character of the downtown district.
- Lamp posts are especially recommended along façade sidewalks, near gateways and side entrance corridors.
- Parking area light stands and decorative lamp posts should not exceed twelve (12) feet in overall height.

3. **Signs and Awnings**
Signs are as important today as they were long ago. Signs have a dramatic impact on the overall image of our town. The affect signage has on those who pass by, whether they be current or potential customers, can leave a great impression.

Signs and awnings that are simple, suitably sized, attractively designed, constructed of appropriate materials and properly located will favorable enhance the image of your business and the overall downtown.

A. **Sign Types**
The following are recommended sign types with definitions.

I. **Flush Signs** are generally meant to be viewed from a distance. These signs are visible when you are directly facing a structure’s façade or from across the street. Ideally, flush signs should be placed on vacant panels above doors and display windows.
II. **Projecting Signs** are primarily meant to attract the attention of pedestrians because they hang over the sidewalk. Projecting signs are most effective when used on buildings which abut a sidewalk.

III. **Freestanding Signs** are appropriate when a structure is set back ten or more feet from the sidewalk. Freestanding signs alert people that a business exists when the structure may be partially hidden from pedestrian or vehicular traffic.

IV. **Window Signs** are applied on the inside of display windows or doors. Generally, the viewer would need to be relatively close to the sign for legibility, but that depends on the window's overall size.

B. **Sign Basics**
   The Architectural Overlay District encourages and recommends the following:
   - Use display windows for creative signage.
   - Locate signs and awnings in such a way that avoids completely covering or overwhelming architectural details such as cornices, trim, windows, decorative brickwork or other unique architectural features.
   - The orientation of signs should be geared to sidewalk pedestrians and to vehicular traffic.
   - Signs should not be so detailed as to be unreadable by vehicular traffic.
   - Avoid extraneous information on signs and scale them to attract the attention of vehicular traffic.
   - Limit the quantity of signs on storefront display windows and doors. Signs should be sized and scaled to balance, not hide or overwhelm the structure.
   - Neon, internally lit plastic signs, or flashing lights are not recommended as they do not reflect the historic character of Fleetwood. (Unless the sign comes from the original period, as such, is original to the business.)
   - The size of signs must conform to the Borough of Fleetwood Building Code. Call the Borough’s Code Enforcement Officer for this information.

C. **Sign Construction and Design**
   The Architectural Overlay District encourages and recommends the following:
   - Return to or re-create period signage.
   - Utilize lettering fashionable to the period of the building. This type of sign should become the main source of identification.
   - Sign materials and design should reflect the period of the building and the original design of the storefront. Additionally, the colors of signs and awnings should compliment the overall color scheme of the building’s façade and the downtown streetscape.
   - Use artisan-crafted signs and quality sign materials manufactured specifically by the sign industry.
   - Use graphic elements and details of the building and architectural motifs as part of the sign design when feasible.
   - Lettering should be kept to a minimum, and likewise, the message should be brief and to the point. A logo, shape and/or illustration can be submitted or included to communicate the nature of the business.
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Avoid using multiple signs when one sign will be sufficient, thereby avoiding confusion and distraction. However, the following additional signs may be appropriate in a given situation:
- Small secondary signs used for directional purposes are acceptable so long as they maintain the same design elements of the main identification sign.
- Freestanding sandwich signs that advertise daily specials or events are acceptable so long as they maintain the same design elements of the main identification sign.

D. Lighting Signs
The Architectural Overlay District encourages and recommends the following:
- Use external lighting fixtures rather than internally lit plastic fixtures.
- Avoid using flashing lights of any kind.
- Sign lighting should be directed to the sign itself and not used to light the surrounding area. Separate fixtures should be used for area lighting.
- Lighting fixture designs, if visible, should be consistent across the façade and compliment the architectural period of the building.
- Neon signs are not a good substitute for well-lit, well-designed signs that reflect the Borough’s historical character.

E. Awnings
Awnings are both functional and decorative. They provide sun and climate (thus added energy savings) control for merchandise in display windows and shelter for pedestrian shoppers. An added feature of awnings is that they bring the tremendous appeal of color and pattern, not only to individual buildings, but to the entire downtown streetscape. Both fixed position and retractable awnings are acceptable.

The Architectural Overlay District encourages and recommends the following:
- Utilize awnings fashionable to the period of the building. Slope-type awnings are appropriate vs. a waterfall-type awning.
- Awnings may display the name and nature of the business on the front face and/or side facings. Use simple letter designs and keep the message brief.
- Awnings may be used on street level and upper stories as long as they are appropriate to and maintain the architectural style of the façade.
- Select weather-treated canvas or natural looking material when shopping for awnings. Metal and plastic awnings are not recommended.
- Awnings should not be oversized—it should fit within the storefront area and not cover architectural elements.

4. New Construction
New construction should conform to the architectural style(s), scale and character of the existing surrounding properties and shall incorporate the objectives of these Design Guidelines.

A. Demolition
Demolition of existing structures should only be considered under the following conditions:
- If the building is beyond repair.
- If the building is not a significant structure or has lost all integrity of its historic character.
- If over 50% of the structure has been destroyed by fire or disaster.
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- If the structure is an unsound threat to public health that cannot be corrected or stabilized in a reasonable time frame.
Article 406.6 – **Architectural Design**

This section outlines the uses and appropriateness of architectural designs and features that give existing and new buildings and outdoor spaces their personality.

a) **Orientation of New Buildings**
   The Architectural Overlay District encourages and recommends the following:
   - New buildings should face a street or other public space. Buildings should not front directly onto parking lots.
   - New buildings situated on street corners should have two façades. Both walls do not need to provide their own entrance, but the façade without a door should not be a blank canvas. Rather, it should be an extension of the façade with the entrance—its design should be integrated with the “main” wall of the building.
   - Off street parking areas should be sensitively located to the side or rear of the building. This layout will reduce the visual impact to and disruption of the streetscape’s continuity.

b) **Scale and Mass of Additions and New Buildings**
   The Architectural Overlay District encourages and recommends the following:
   - The overall scale, massing and proportions of new additions, buildings and new landscape should relate to and be compatible with those of adjacent and surrounding buildings. Changes in scale and mass, such as offsetting a wall(s), or deviating from the existing roof line should be made in graduated increments.
   - Buildings should not have long, uninterrupted flat walls.
   - Designing wall offsets, adding changes in floor levels, including windows and ornamentation to exterior walls should be used to add interest and variety.
   - Roof line offsets, gables and dormers should be utilized to vary the massing of the roofs of buildings.
   - Visibly exposed features of new additions and buildings should be defined with a base and cap or cornice.

c) **Materials and Details of Additions and New Buildings**
   The Architectural Overlay District encourages and recommends the following:
   - All materials, details and colors used with new additions should be compatible with the overall design of the original building, as well as with surrounding buildings.
   - New additions and buildings should be well integrated with existing structures.
   - Architectural features and motifs of the original building should be retained and repeated in the design of new additions whenever possible.
   - When designing buildings, the patterns, colors, details and prominence of materials used in adjacent building should be taken into account.
   - Aluminum and vinyl siding and trim materials are not recommended.

d) **Roofs and Walls of Additions and New Buildings**
   The Architectural Overlay District encourages and recommends the following:
   - The new roof form (its shape) should be appropriate to imitate the existing building’s roof profiles.
   - In new additions, the use of gables, dormers, masonry chimneys, cupolas and similar elements is encouraged where appropriate to the design of the existing building.
   - Flat roofs should be avoided on one and two story buildings.
   - The façade of a building should be emphasized through window patterns and proportions and the enhanced treatment of entrances through details, materials and architectural motifs.
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- The design of visible side and rear walls should be compatible with the façade. The use of blank, windowless walls is discouraged. However, if they are absolutely necessary, they should utilize surface articulation and architectural elements found in other wall facings.

e) Service Areas and Mechanical Equipment
The Architectural Overlay District encourages and recommends the following:

- Loading areas, waste facilities, air conditioning units, exhaust and vent stacks, elevator penthouses and antennae should be located to the rear of buildings or screened from view.

- The use of interior refuse rooms in lieu of outdoor dumpsters or other methods of waste removal is encouraged. Exterior refuse containers and dumpsters should be screened from view.

- Fire escapes should not be visible when viewing the façade.
406.7 Zoning Bonuses in the Architectural Overlay District

a) In R-1 Low Density Residential District

1. Minimum Yard Dimensions
   A. Front Yard – 25 feet
   B. Each Side Yard – 8 feet
   C. Rear Yard – 30 feet

2. Maximum Building Coverage and Height
   A. Maximum Building Coverage – 35%
   B. Maximum Building Height (feet) – 35
      (stories) – 2 ½

b) In R-2 Medium Density Residential District

1. Minimum Lot Area Per Dwelling Unit
   A. Single family attached – 3,500 square feet
   B. Single family detached – 5,000 square feet
   C. Single family semi-detached – 3000 square feet
   D. Two family detached – 3,500 square feet
   E. Minimum width – None

2. Minimum Yard Dimensions
   A. Front Yard – 10 feet unless adjoining structures are less, then equal
   B. Each Side Yard – 5 feet
   C. Rear Yard – 20 feet

3. Maximum Building Coverage and Height
   A. Maximum Building Coverage – 50%
   B. Maximum Building Height (feet) – 35
      (stories) – 2 ½

c) In C-1 General Commercial District

1. Minimum Yard Dimensions
   A. Front Yard – None
   B. Each Side Yard – None
   C. Rear Yard – None

2. Maximum Building Coverage and Height
   A. Maximum Building Coverage – 60%
   B. Maximum Building Height (feet) – 40
      (stories) – 3

d) In C-2 Commercial District

1. Maximum Building Coverage and Height
   A. Maximum Building Coverage: Up to 100% if parking is provided under building structure.
      Parking requirements must be met per Section 505.2.
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B. Maximum Building Height (feet) – 45 to top of a ridge-type roof; 35 feet maximum for flat roof
   (stories) – 4

e) In I-1 Industrial District

1. Minimum Yard Dimensions
   A. Front Yard – 30 feet
   B. Each Side Yard – 20 feet
   C. Rear Yard – 15 feet

2. Maximum Building Coverage and Height
   A. Maximum Building Coverage – 60%
   B. Maximum Building Height (feet) – 50 to top of ridge-type roof; 40 feet maximum for flat roof
      (stories) – 4
406.8 Architectural Overlay District Building Grant Opportunity

a) The Architectural Overlay District Building Grant provides money to property owners or business owners (with property owner approval) to encourage restoration projects of building façades and to enhance the building’s overall exterior appearance, thus creating attractive and historically charming downtown district. Grants are being offered through funding received from the Pennsylvania Department of Community and Economic Development. The project is designed to create an incentive for private investment in the downtown business district restoration projects and property reinvestment.

The total reimbursement per applicant will not exceed 50% of the total project cost up to a maximum of $5,000 or as otherwise noted. The grant cannot be used to pay for work that is currently in progress or completed. Following are the only eligible projects with their allowable reimbursement dollar amounts as follows:

b) Geographic Boundaries
Grant applications will be accepted for any property within the designated target area of the A.O.D. as shown on Exhibit A.

c) Exterior Painting, Metals and Masonry
   - Maximum reimbursement of $5,000.
     This category refers to the repair, cleaning, refinishing, painting, restoration or replacement of exterior woodwork, architectural sheet metals and cast iron elements. This category includes exterior masonry repairs, restoration, repointing, repainting (only if currently painted) and appropriate recommended cleaning.

d) Architectural Elements / Windows and Doors
   - Maximum reimbursement of $5,000.
     This category refers to the construction with respect to existing structures, the repair, replacement, installation, painting or restoration of windows (including display, ornamental, and upper-story windows), shutters and exterior doors as part of storefront or residence entrance ways is also included. This category includes repair, replacement, installation, painting or restoration of cornices, parapets or roofs when part of a façade. Compatible ADA exterior elements are also eligible under the grant.

e) Signs and Awnings
   - Maximum reimbursement of $1,500.
     This category is for the maintenance of existing signage and awnings, as well as the installation of new signage and awnings. This category includes lighting fixtures that provide direct lighting on signage or provide area lighting under awnings.

f) Site and Building Enhancements
   1. Walls and Fences
      - Maximum reimbursement is $1,500.
        This category is for the maintenance and repair of, or addition of walls to building sites.
   2. Exterior Lighting
      - Maximum reimbursement is $1,000.
        This category is for the maintenance and repair of, or addition of exterior lighting to building sites. Exterior lighting may include building mounted fixtures, lamp posts and parking area lighting.
406.9 Application Process

a) Application and Approval Process

Applicants are required to meet with the Zoning Officer to discuss their project prior to completing the application process. Call the Borough Hall Office at 610-944-8220 to arrange this meeting.

1. Applications will be accepted for review at any time. Grants are dependent upon Design Committee approval, funding from the Department of Community and Economic Development (DCED) and is based on the allocation of funds for the Architectural Overlay District Building Grant from the DCED. There is no certainty that funds will be available at any given time.

2. The Architectural Overlay District application form is provided in Appendix B. Submit the completed application form with the following:
   a. Applicant identification
   b. Property owner identification
   c. Location of property
   d. Complete copies of the following: written project description, design plan(s), drawing(s), schematic(s), and photograph(s) for each project
   e. Contractor and material cost estimates for each project
   f. Architectural drawings as necessary for code compliance
   g. Signatures of the applicant and property owner

b) Selection Process

1. Grants will be awarded based upon the level of improvement(s), the appropriateness of design(s) and the viability and significant impact the project will make to the community environment. Only complete applications will be accepted for processing. The grant applications will be reviewed by the Zoning Officer for completeness of information and supporting documents.

2. After the grant application is reviewed, it will be submitted to the Borough's Design Committee and/or its agent(s) for review at their next scheduled meeting within 30 days. The applicant will be notified of the meeting date. Attendance is encouraged but optional at this meeting.

3. Only approved work will be eligible for the Architectural Overlay District Building Grant. Project work may not commence until the applicant / property owner receives a notice to proceed from the Borough.

c) Codes and Ordinances

1. Applicants are required to meet all codes and ordinances of the Borough of Fleetwood. Applicants are also required to secure any necessary permit(s) from the Borough of Fleetwood before work may commence. There will be no reimbursement if Borough code or ordinance violations exist.

d) Funding Requirements

1. Prior to grant approval, the property or business owner must verify the availability of the 50% matching funds.
e) Reimbursement
Once the project has been completed in a timely fashion, the applicant and/or contractor will notify the Zoning Officer. Reimbursement to the project applicant requires the following: 1) Adherence to design plan and/or project as submitted, reviewed, and approved by the Architectural Overlay District Design Committee; 2) Copies of all paid invoices for the approved project; 3) The completion of final inspections, if required by the Borough of Fleetwood.

f) Design Changes
Design Committee and/or its agent must pre-approve any changes to the approved design.
**Glossary of Architectural Terms**

**appearance grade material**: Building materials intended for exterior finish application as opposed to materials intended for concealed structural application. Appearance grade is a higher quality than "paint grade" material where imperfections can be hidden by paint.

**arbor**: A framework, often made of rustic work or lattice work on which plants, such as climbing shrubs or vines, are grown.

**architrave**: 1) the lowest part of a classical entablature. 2) A molding enframing an opening such as a window.

**areaway**: The below-grade space between a row house and the sidewalk, usually providing light or access to the basement.

**awning**: A projecting shading device mounted on the outside of a door or window.

**balcony**: A platform with a walking surface that projects from the wall of a building in front of a window or door, and is surrounded by a railing, balustrade or parapet.

**baluster**: On of a series of short vertical posts, often ornamental, used to support a rail.

**balustrade**: A railing composed of balusters and a top rail running along the edge of a porch, balcony, roof or stoop.

**band, belly band or band molding**: A flat horizontal member of relatively slight projection, making a division in the wall lane.

**bay**: A regularly repeating division of a façade, marked by fenestration.

**bay window**: A projecting structure containing windows that rises from the ground or from some other support, such as a porch roof; see also oriel.

**belt course**: A horizontal band of masonry across the exterior of a building that stands out visually.

**bituminous roofing**: A type of sheet roofing material made from bitumen, a class of cementitious substances found in asphalt and tars.

**bollard**: A short post generally used in a series to define an area or block access by vehicles.
bracket: A projecting angled or curved form used as a support, often ornamental, found in conjunction with balconies, lintels, pediments, cornices, etc.

brick molding: A milled wood trim piece covering the gap between the window frame and masonry.

canopy: A covering, usually of cloth, held aloft on poles that may be attached to a building.

cap flashing: A waterproof metal sheet that seals the tops of cornices and walls.

capital: The topmost member, usually decorated, of a column or pilaster.

casement: A window sash that is hinged on the side.

cast iron: A type of iron, mass-produced in the 19th century by pouring molten cement block, cinder: A hollow building block, of various grades of cast concrete; the standard size is 8'' x 8'' x 16''.

clapboard: Wood siding composed of horizontal, overlapping boards, the lower edges of which are usually thicker than the upper.

clerestory: An upward extension of enclosed day lighted space by carrying a setback, vertical windowed wall through the roof slope.

clinker brick: A partially vitrified brick or a mass of bricks fused together in the heat of a kiln, often irregular in shape.

code, building code: Legal restrictions of a given locality governing the building and design of various types of structure.

colonnade: A row of regularly spaced columns supporting an entablature.

colonnette: A diminutive column which is usually either short or slender.

column: A vertical cylindrical support. In classical design it is composed of a base (except in the Greek Doric order), a long, gradually tapered shaft, and a capital.

column t – chamfered: A grooved or fluted column.
column type - square: A square shaped column.

column type - turned: A rounded column, usually tapered, that is larger at the base and smaller at the top.

console: A scroll-shaped projecting bracket that supports a horizontal member.

coping: A protective cap or cover of a wall parapet, commonly sloping to protect masonry from water.

corbel: An architectural member which projects upward and outward from a wall that supports a horizontal member.

cornice: A projecting molding, usually ornamental, that tops the elements to which it is attached; used especially for a roof or the crowning member of an entablature, located above the frieze.

Corinthian: One of the five classical orders, characterized by slender fluted columns, and ornate foliate capitals.

corrugated metal: Usually galvanized material that is formed into alternate ridges and valleys, roofing or side walls.

cove: A concave molding which can provide a curved junction between a ceiling and side wall, above a cornice if there is one.

cresting: A decorative element, frequently of iron, usually located at the peak or edge of a roof.

crochet: An ornamental foliate form placed at regularly spaced intervals on the slopes and edges of the spires, pinnacles, gables and similar elements of Gothic buildings.

cupola: A small dome on a base crowning a roof.

dagger board sign: A flat sign that hangs perpendicularly from a building face.

de-lamination: The splitting apart of the outer surface of natural stone into thin layers that peel off, also called exfoliation.

dentil: A small square, tooth line block in a series beneath a cornice.

Doric: One of five classical orders, recognizable by its simple capital. The Greek Doric column has a fluted shaft and no base; the Roman Doric column may be fluted or smooth and rests on a molded base.
dormer: A vertical structure, usually housing a window, that projects from a sloping roof and is covered by a separate roof structure.

double-hung: A type of window with two sashes, each sliding on vertical track.

downspout: A horizontal or vertical cylinder, usually made of metal, which carries water from the gutter to the ground; also called a leader.

drip molding: A projecting molding around the head of a door or window frame, often extended to the sides of the frame, intended to channel rain away from the opening; also called a drop lintel.

dutchman: A patch cut to size, glued, and sanded in a location where deteriorated material has been removed.

eave: The overhanging edge of a roof.

efflorescence: White powdery soluble salt deposits on masonry, caused by slow seepage of water.

egg and dart: An ornamental band molding of egg forms alternating with dart forms.

elevation: An exterior face of a building; also a drawing thereof.

enframement: A general term referring to any elements surrounding a window or door.

English Bond: A pattern of brickwork with alternate courses of headers and stretchers.

entablature: In classical architecture, a major horizontal member carried by a column(s) or pilaster(s); it consists of an architrave, a frieze and a cornice. The proportions and detailing are different for each order.

escutcheon: The face plate of a keyhole, or one also backing the door handle.

eyebrow dormer: A curved dormer with no sides, covered by a smooth protrusion from the sloping roof.

façade: The main exterior face of a building, sometimes distinguished from the other faces by elaboration or architectural or ornamental details.
fanlight: A semicircular or semi-elliptical window above a door, usually inset with radiating glazing bars.

fascia: A horizontal, flat element, often combined with a cornice or architrave.

fenestration: The organization and design of windows in a building.

festoon: A carved ornament in the form of a band, loop or wreath, suspended from two points; also called a "garland" or a "swag."

fillet: A narrow flat band serving as a molding or as a division between larger moldings.

finial: The crowning ornament of a pointed element, such as a spire.

flashing: Strips of sheet metal bent to fit the angle between any two roof surfaces or between the roof and any projection, such as a chimney.

Flemish Bond: A pattern of brickwork in which each course consists of headers and stretchers laid alternately; each header is centered between the stretcher above and the stretcher below it.

flue: Channel in a chimney for conducting flame and smoke to the outside.

foliate: Decorative leafage, often applied to capitals or moldings.

French door, window: A tall casement window that reaches to the floor usually arranged in two leaves as a double door.

frieze: 1) The middle horizontal member of a classical entablature, above the architrave and below the cornice. 2) A similar decorative band in a stringcourse, or near the top of an interior wall below the cornice.

gable: The upper portion of an end wall formed by the slope of a roof.

galvanized iron: Iron that has been coated with zinc to inhibit rusting, usually coated with paint to further inhibit rusting.

gazebo: An open pavilion often built for a view. A belvedere.

gingerbread: The intricate decorative details in a building.
**glazing**: 1) Glass panes set in a framework. 2) A thin, smooth shiny coating, such as on ceramic tile.

**glazing bar**: See mullion.

**Gothic sash**: A window sash pattern composed of mullions that cross to form pointed arches.

**grille**: A decorative, openwork grating, usually of iron, used to protect and/or to provide ventilation through a window, door or other opening.

**gutter**: A shallow channel of metal or wood set immediately below and along the eaves of a building to catch and carry off rainwater.

**half-timbering**: An exterior decorative wall effect giving the illusion of exposed heavy timber construction of the 16th and 17th century, but actually consisting of non-structural timbers, the spaces between which are filled with stucco.

**header**: A masonry wall unit of brick which is laid so that its short end is exposed.

**hood**: A projection that shelters an element such as a door or window.

**Ionic**: One of the five classical orders, characterized by capitals with spiral elements called “volutes,” a fasciated entablature, continuous frieze, dentils in its cornice, and by its elegant detailing.

**Jamb**: Upright piece forming side of door or window opening.

**jigsaw carving**: An ornament cut with a thin narrow saw blade.

**jolst**: One of a series of parallel timber beams used to support floor and ceiling loads, and supported in turn by larger beams, girders or bearing walls; the widest dimension is vertically oriented.

**Key**: A block, often used in a series, which projects beyond the edge of the enframement of an opening and is joined with the surrounding masonry. A block handled in such a manner is keyed to the masonry; see quoin.

**Keystone**: The central wedge-shaped member of a masonry arch; also used as a decorative element on arches in wood structures.

**latticework**: Thin strips of wood arranged in a netlike grid pattern, often set diagonally.
leaded window: A window composed of small panes, usually diamond-shaped or rectangular, held in place by narrow strips of cast lead.

leader: See downspout.

lime: Crushed limestone, historically used as the binder in mortar mixes when combined with an aggregate, usually sand.

lintel: A horizontal structural element over an opening which carries the weight of the wall above it.

loggia: 1) An arcaded or colonnaded structure, open on one or more sides, sometimes with an upper story. 2) An arcaded or colonnaded porch or gallery attached to a larger structure.

louver: One of a series of horizontal slats, tilted to exclude rain but not air.

lunette: A crescent-shaped or semicircular area or opening on a wall surface.

mansard: A roof having a double slope on all four sides, the lower slope being much steeper. In row house design, a double-sloped roof on the building front, below a flat roof.

marquee: A roof-like structure, often bearing a signboard, projecting over an entrance as to a theater or hotel.

meeting rail: The horizontal rail of a double-hung window sash designed to align with the adjacent rail of the other sash.

modillion: A simple horizontal block arranged in series under the soffit of a cornice or a projecting scroll-shaped bracket.

molding: A decorative band of varied contour; used to trim structural members, wall planes and openings.

mortar: Material used for pointing and bonding brick and other masonry units; made of cement or lime with aggregate (sand) and water.

mortise-and-tenon: A joinery technique formed by a projecting piece (the tenon) fitting into a socket (the mortise).

mullion: A vertical primary framing member that separates paired or multiple windows within a single opening.
muntin: A thin framing member that separates the panes of a window sash or glazed doors.

newel: the main post at the foot of a stairway or stoop.

oriel: A projecting bay window carried on corbels or brackets.

palladian window: A three-part window opening with a tall, round-arched center window flanked by smaller rectangular windows and separated by posts or pilasters.

panel: A portion of a flat surface recessed, or raised from the surrounding area, sometimes distinctly set off by molding or some other decorative device.

parapet: A low wall that serves as a vertical barrier rising above the edge of the roof, terrace or other raised area; in an exterior wall, the part entirely above the roof.

party walls: In row house construction, the walls shared by adjoining houses.

paver: A block of stone used in sidewalk or areaway paving.

pediment: 1) In classical architecture, the triangular space forming the gable end of a roof above the horizontal cornice. 2) An ornamental gable, usually triangular, above a door or window.

pier: 1) A column designed to support concentrated load. 2) A member, usually in the form of a thickened vertical section, which forms an integral part of a wall; usually placed at intervals along the wall to provide lateral support or to take concentrated vertical loads.

pilaster: An engaged pier or pillar, attached to a wall, often with capital and base.

plintie: Vertical rod attached to window frame to attach shutter.

pitched: Sloping, especially referring to a roof.

plinth: A platform base supporting a column or pilaster.

pointing, repointing: The treatment of joints between bricks, stone or other masonry components by filling with mortar; also called tuck-pointing.

porte-cochere: A shelter for vehicles outside an entrance doorway.
**portico**: A small porch composed of a roof supported by columns, often found in front of a doorway.

**p.s.i.**: Pounds per square inch, a term generally used when describing water pressure when cleaning a building.

**public space**: Any of a variety of spaces that are accessible and usable by the general public, such as a plaza, courtyard, sitting area, widened sidewalk, a garden, art or water feature.

**purlin**: A horizontal roof framing element resting on supporting beams or rafters.

**quoin**: A structural form, usually masonry, used at the corners of a building for the purpose of structural or visual reinforcement, frequently imitated for decorative purposes.

**rehabilitation**: A building restored to good condition, to provide a more useful life.

**relief**: Carved or molded ornament that projects from a flat surface.

**repointing**: See pointing.

**restoration**: A building returned to its former or original condition.

**reticulation**: Irregular network pattern, particularly in elaborate masonry or quoins.

**return**: The part of a molding, cornice, or wall surface that changes direction, usually at a right angle, toward the building wall.

**reveal**: The side of an opening for a door or window between the frame and the outer surface of a wall, showing the wall’s thickness.

**ridge**: The topmost horizontal member of a sloping roof.

**riser**: The vertical member between treads of a stair. A vertical pipe main.

**rock-faced**: Masonry treated as a rough surface that retains or stimulates the irregular texture of natural stone.

**roofing — standing seam metal**: A roofing material that comes in sections, with raised seams forming a pattern every few inches that runs the length of each panel.
rosette: A round floral ornament, usually carved or pointed.

round arch: A semicircular arch.

roundel: 1) A small circular window or panel 2) A bead molding.

row house: One of a group of an unbroken line of attached houses that share common side walls, known as party walls.

rubble stone: Irregularly shaped, rough-textured stone laid in an irregular manner.

rustication, rusticated: Stonework composed of large blocks of masonry separated by wide, recessed joints; often imitated in other materials for decorative purposes.

sash: The framework of a window which holds the glazing (glass panes) in place; may be operable or fixed; usually constructed of horizontal and vertical members; sash may be subdivided with muntins.

secondary façade: The façade or façades that do not face a public thoroughfare or courtyard.

segmental arch: An arch which is in the form of a segment of a semicircle.

semidetached: A building attached to a similar one on one side but unattached on the other; a "twin."

setback: A regulated distance between line, plane or boundary and affected building elements. A setback is often an answer to certain zoning restrictions.

shaft: The vertical segment of a column or pilaster between the case and the capital.

sheathe: To apply a covering of boards or other surfacing to the inside or outside of a structural frame.

shed dormer: A dormer window covered by a single roof slope without a gable.

shed roof: A roof having only one sloping lane.

shingle: A unit composed of wood, cement, asphalt compound, slate, tile or the like, employed in an overlapping series to cover roofs and walls.
shouldered arch: An arch composed of a square-headed lintel supported at each end by a concave corbel.

shutter: An extra closure for a window or door, usually of wood, paneled and one of a pair.

shutter dog: Metal attachment, often ornamental, which holds shutters in an open position against the face of a building.

sidelight: A vertically framed area of fixed glass, often subdivided into panes, flanking a door.

siding: Finishing exterior wall covering of horizontal boards nailed to a wood frame.

signage: The design or use of signs and symbols, or a group of signs.

sill: The horizontal member at the bottom of a window or door.

single-hung window: Similar to a double-hung window, although only one sash is operable.

soffit: The exposed underside of any architectural element, especially an eave.

soldier course: Usually descriptive of brick standing on their ends with edge to the front.

spalling: the chipping or erosion of masonry caused by abuse or weathering.

spandrel: A panel between the top of one window and the sill of another window on the story directly above it.

spandrel beam: A beam designed to support the window or windows and wall of a story height between neighboring upright columns.

spindle: 1) A small axel, as the spindle of a weather vane 2) A short turned part, as that on a baluster.

stile: A main vertical member of a door or window.

stoop: The steps which lead to the front door.

stretcher: A masonry unit or brick laid horizontally with its length parallel to the wall.
**stringcourse**: A narrow horizontal band of masonry, extended across the façade, which can be flush or projecting, and flat surfaced, molded or richly carved; also called a "belt course."

**stucco**: A coating for exterior walls made from Portland cement, lime, sand and water; sometimes referred to as cement plaster.

**sugaring**: A term describing the deterioration of stone caused by the breaking up or dissolving of the stone surface.

**surround**: The ornamental frame of a door or window.

**surrounds**: Something, such as fencing or a border that surrounds a structure or place.

**swag**: A carved ornament in the form of a draped cloth or a festoon of fruits or flowers.

**terra cotta**: Hard-fired clay, either glazed or unglazed, molded into ornamental elements, wall cladding and roof tiles.

**tie rod**: A metal tension rod connecting two structural members, such as gable walls or beams, acting as a brace or reinforcement; often anchored by means of a metal plate in such forms as an "S" or a star.

**tilt-up concrete slab**: A type of construction made of precast concrete slabs that are “tilted-up” into position to form walls.

**tongue and groove**: Abbreviated T&G. Applies to boards having a tongue formed on one edge and a groove on the other for tight jointing.

**tower**: A vertical structure that is higher than the surrounding building.

**tracery**: An ornamental configuration of curved mullions in a Gothic sash.

**transom**: 1) The cross-bar separating a door from a window, panel or fanlight above it. 2) The window above a transom bar of a door.

**transom bar**: A horizontal element that subdivides an opening, usually between a door and window.

**tread**: The horizontal surface of a step.

**trefoll**: A three-lobed decorative form used in Gothic architecture.

**trellis**: Latticework as an outdoor screen, often a support for vines.
trim: Appearance grade exterior or interior molding applied to building surfaces for decoration and to cover between elements.

tuck-pointing: See pointing.

turret: A small tower, usually supported by corbels.

vestibule: A small entrance hall or passage between the outer door and the interior of a house or building.

viga: The projecting, exterior end of a roof beam, usually decorative only, found primarily in Spanish Revival or Pueblo style buildings.

volute: A carved spiral form in classical architecture; often used in pairs in the capital of Ionic columns.

voussoir: A wedge-shaped component of an arch.

wainscot: Decorative pattern of trim applied to interior walls stopping short of the ceiling.

water table: A ledge or projection, usually at first-floor level, that protects the foundation from water running down the wall of a building.

wrought iron: Iron that is worked by being forged or hammered.
EXHIBIT C
BOROUGH OF FLEETWOOD

APPLICATION FEE: $50.00
AESTHETIC OVERLAY ZONE APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS

This permit applies only to those properties located within the Fleetwood Aesthetic Overlay Zone. Please fill out the information requested below and return this application to the Borough of Fleetwood Zoning Officer, 110 West Arch Street, Suite 104, Fleetwood, PA 19522.

<table>
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<tr>
<th>PROPERTY INFORMATION</th>
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<td>Property Address</td>
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<td>Property Owner – Name and Address</td>
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<tr>
<th>PROPERTY TYPE</th>
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<td>□ Single-Family Residential</td>
<td>□ Main Structure</td>
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<td>□ Other _______________</td>
<td>□ Deck / Porch / Stoop</td>
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PROJECT DESCRIPTION: Use this space to describe in detail the changes or new construction you plan for your property. Required information includes any changes in size or shape to existing structure(s), any changes to exterior materials, changes to size, number, or type of windows and doors, etc. Please attach any photographs, sketches, and/or drawings that help describe your project. Product advertisements, material or spec sheets (if available) are recommended, when applicable.
# PROJECT MATERIALS

(Please attach additional sheet, if necessary)

<table>
<thead>
<tr>
<th>Architectural Features (Doors, windows, siding, etc.)</th>
<th>Original Material, if applicable</th>
<th>Proposed Material</th>
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I hereby certify that the proposed work is authorized by the owner of record and that the work shall conform to all applicable laws of this jurisdiction. By receiving a Certificate of Appropriateness, I realize that a Building Permit and / or Zoning Permit **will also be required** prior to proceeding with the work outlined above.

**SIGNATURE**

**DATE**

**PRINTED NAME**

**TITLE**

---

**DO NOT WRITE BELOW THIS LINE – BOROUGH USE ONLY**

- [ ] Application complete (Required)
- [ ] Photographs attached (Required)
- [ ] Graphic Drawings attached (As applicable; Required for new structures)
- [ ] Fee Paid

- [ ] Reviewed by Zoning Officer
- [ ] Reviewed by Architectural Agent

**DECISION**

- [ ] Recommended for approval  
  - Date
- [ ] Not recommended for approval  
  - Date
- [ ] Remanded for future consideration; Revision or additional information required  
  - Date

**Reasons or Conditions**

---

Motion by:  

Seconded by:  

**VOTING RECORD:**  

- [ ] Unanimous
  - Votes for:
  - Votes against:

**Signature**  

**Date**