

Theme 5: Architectural Assets & Aesthetics

Mission

We see our Town as one that respects its architectural heritage and encourages preservation and renovation whenever possible. We see a Town that encourages new design derived from our historic architecture.

Aspects of our architectural heritage include monuments and statues, historic gardens, archeological sites, cemeteries, railroads, streets, and alleyways. We feel it is important to record and protect these assets in addition to our buildings.

Aesthetics are important. The Town will create beautification programs that reflect three architectural styles:

- Courthouse
- Railroad
- Industry

The Town will recognize these styles, where they are sufficiently replicated, as differentiated design districts.

Sparks Bistro



Architectural Assets

Architectural Styles Background

Orange is a blend of several architectural styles and periods. While buildings representing these styles have been demolished through the years, many still remain and today contribute to the unique character of the Town.

- ◆ Federal Style - 1820 – 1860
 - General Characteristics
 - ◆ Balanced exterior features
 - ◆ Flat topped windows often with stone lentils and sills
 - ◆ Window light over door
 - ◆ No adornments
 - Examples: Sparks Building, Holladay House, Spring Garden
- ◆ Italianate – 1840 – 1885
 - General Characteristics
 - ◆ Wide Overhangs (soffit)
 - ◆ Large brackets supporting overhang
 - ◆ Arched windows
 - ◆ Porches or Loggias
 - ◆ Classical or Baroque ornamentation
 - Examples: Orange County Courthouse, Mayhurst, Peliso
- ◆ Victorian* – Commercial 1870 - 1920
 - General Characteristics
 - Symmetrical elevation
 - Hidden roof system
 - Storefront on first floor with residential space on second floor
 - Arched or flat windows
 - Metal Cornice
 - Examples: Levy Building, Orange Art Center
- ◆ Victorian*– Residential 1870 – 1900
 - General Characteristics
 - Asymmetrical façade in many cases
 - Large porches with gingerbread
 - Bay windows
 - Wide soffit with bracketing

*The term “Victorian” as it is presented here encompasses a broad variety of sub-groups of architecture such as the Second Empire, Stick Style, Shingle style, Queen Anne, etc.

- ◆ Neoclassical 1895 – 1950
 - General Characteristics
 - Rectangular and symmetrical in shape
 - Prominent entry portico
 - Pediment over door
 - Fanlight and sidelights around front door
 - Examples: Belleview School, Virginia National Bank
- ◆ Industrial Modernism 1900 – 1940
 - General Characteristics
 - Functional architectural with minimum ornament
 - Examples: Silk Mill, Reynolds Car Dealership

Goal AA1: Protect existing historic resources throughout Town.

Action AA1.1: Expand mission of ODA to greater Orange.

Indicator AA1.1.1: Expanded ODA Mission
Benchmark AA1.1.1: Town-wide mission approved by Board

Progress AA1.1.1:



Responsible Party AA1.1.1: Town Planner
Historical Societies
ODA Board of Directors
ODA Design Committee
Implementation AA1.1.1: 2006

Action AA1.2: Develop dilapidated structure policy.

Indicator AA1.2.1: Dilapidated structure policy
Benchmark AA1.2.1: Policy approved by Town Council

Progress AA1.2.1:



Responsible Party AA1.2.1: Town Planning Staff
ODA
Health Department
Building Inspector
Fire Department
Implementation AA1.2.1: 2006

Action AA1.3: Encourage adaptive reuse of existing residential and commercial buildings.

Indicator AA1.3.1: Square footage of reused buildings, or # underutilized buildings

Benchmark AA1.3.1: 2000 sq. ft.

Progress AA1.3.1:



Responsible Party AA1.3.1: ODA
Private property owners

Implementation AA1.3.1: 2009-2011

Action AA1.4: Identify incentive programs.

Analysis:

Renovation of dilapidated signs and structures would be facilitated through the identification of grants and loans.

Indicator AA1.4.1: Website of programs available to Orange property owners

Benchmark AA1.4.1: # hits on site

Progress AA1.4.1:



Responsible Party AA1.4.1: ODA

Implementation AA1.4.1: 2006

Action AA1.5: Adopt Form-based Zoning Code.

Analysis:

In place of a Board of Architectural Review, the Town could create a Form-based zoning code. Leading authority Peter Katz describes Form-based codes in the following manner:

The physical characteristics of each building type are summarized in the building standards — a set of annotated building cross-sections and plan diagrams assembled on a single, letter-size sheet. In some cases, all the building types are combined into a matrix and formatted as a poster.

Regardless of layout, building standards typically establish these parameters:

Building height is a key standard. A maximum number of floors (or dimension-to-the-eave) is set to ensure that a building does not overwhelm its neighbors. Unlike use-based zoning, form-based codes also specify a minimum height in order to maintain a proper street wall.

Siting standards control the placement of structures in relation to fronting streets and adjacent building lots. Dimensions to front, side, and rear building lines, as well as the location and configuration of entrances, parking, yards, and courtyards are specified. Key building elements — i.e., windows, doors, and porches — are also controlled by the standards.

Uses are also part of the building envelope standards, but the approach here is quite different from conventional zoning. Permissible uses, stated in general terms (e.g., retail, residential), are identified for each building type and labeled on the cross-section diagram.

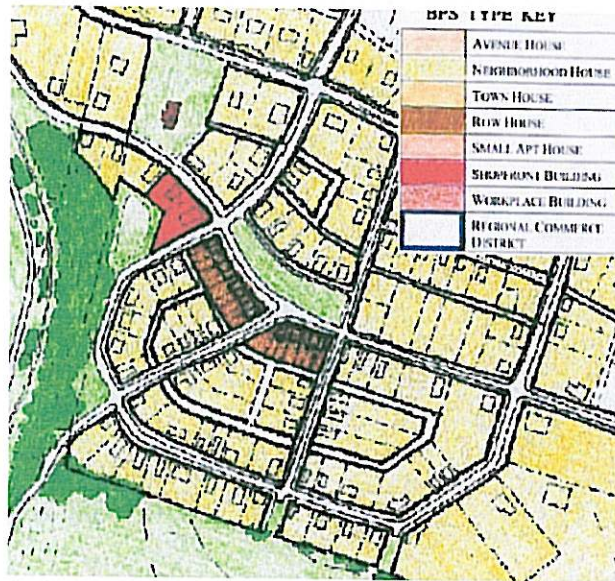
This approach makes it easy to assign different uses to each floor of a mixed-use development, and avoids the problem of trying to communicate the same information on a flat map. (The plethora of colors, stripes, and cross-hatch patterns on most zoning maps shows how confusing this can be.)

Thoroughfare standards for a range of recommended street types may also be part of the code in places where streets are not individually designed. Such standards are indicated by section diagrams with dimensions for travel and parking lanes, sidewalks, medians, and planting strips. Tree alignment and property lines are also shown.

Finally, many codes include a set of landscape standards listing appropriate tree and groundcover species. Most codes also provide a glossary that defines terms that are used in a specific way in the document.

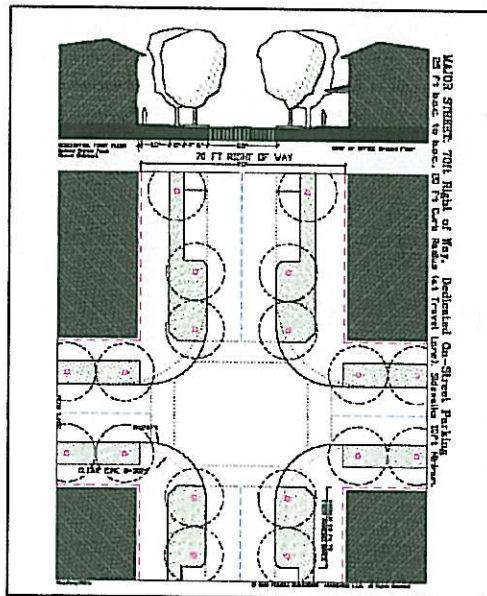
- Peter Katz, Form First: A New Urbanist Alternative to Conventional Zoning
<http://www.nh.gov/oep/resourcelibrary/referencelibrary/f/formbasedzoning/formfirst.htm>

Figure 12: Form-based Regulating Plan



(<http://www.woodfordcountyplanningandzoning.com/designwebsite/Final%20Code/Woodford%20County%20Code%20all%20chapters.pdf>)

Figure 13: Form-based Street Standard



<http://www.woodfordcountyp planningandzoning.com/designwebsite/Final%20Code/Woodford%20County%20Code%20all%20chapters.pdf>

Indicator AA1.5.1: Form-based Zoning Code
Benchmark AA1.5.1: Replacement of current ordinance with code

Progress AA1.5.1:



Responsible Party AA1.5.1: Planning Commission
Businesses
Non-profit organizations
ODA
Town Planner
Town Council
Implementation AA1.5.1: 2007-2008

Action AA1.6: Implement incentive programs.

Indicator AA1.6.1: \$ spent on building maintenance as a result
of incentive programs
Benchmark AA1.6.1: \$100,000.00 spent in maintenance

Progress AA1.6.1:



Responsible Party AA1.6.1: ODA
Chamber of Commerce
Local Banks
Town of Orange
Private property owners
Implementation AA1.6.1: 2009-2011

Goal AA2: Encourage new construction to utilize commercial and residential architectural features prominent in adjacent areas of Town using architectural style map by Town sectors.

Action AA2.1: Conduct architectural survey by Town Planning Sectors to implement historic structures survey, per Virginia Department of Historic Resources guidelines, in Planning Sectors adjacent to the central business district to consider Nat'l Register Multiple Resource Nomination.

Indicator AA2.1.1: Architectural survey
Benchmark AA2.1.1: Completion of surveys in 7 Planning Sectors

Progress AA2.1.1:



Responsible Party AA2.1.1: ODA
Private contractor
Virginia Department of Historic Resources
Historical Society

Implementation AA2.1.1: 2009-2011

Indicator AA2.1.2: National Register for Historic Places Multiple
Resource Nomination for eligible Planning Sectors

Benchmark AA2.1.2: Eligible Planning Sectors placed on National
Register

Progress AA2.1.2:



Responsible Party AA2.1.2: ODA
Private Contractor
Virginia Department of Historic Resources
Historical Society

Implementation AA2.1.2: 2009-2011

Action AA2.2: Create Photo Image Gallery of different commercial and
residential styles to promote sensitive design in Orange.

Analysis:

Different Planning Sectors within the Town have different types of predominant
architecture. This website will provide information on the type and scale of
architecture for each of the 14 Planning Sectors.

Indicator AA2.2.1: Photo Gallery on website
Benchmark AA2.2.1: Completion of gallery of architectural styles for 7
Planning Sectors

Progress AA2.2.1:



Responsible Party AA2.2.1: ODA
Historical Society
Town of Orange

Implementation AA2.2.1: 2009-2011

Goal AA3: Protect monuments, cemeteries, archeological sites and historic landscapes.

Action AA3.1: Conduct survey of archeological sites and monuments.

Indicator AA3.1.1 : Survey instrument

Benchmark AA3.1.1: Completion of survey instrument



Progress AA3.1.1:

Responsible Party AA3.1.1: ODA
Historical Society
Private contractor
Town of Orange

Implementation AA3.1.1: 2006

Goal AA4: Create market-based programs for historic resources protection.

Analysis:

This proposal calls for the creation of an endowed non-profit organization to serve community organizations in the Town and County. The endowment, perhaps similar in structure to the Charlottesville-Albemarle Foundation, would have two arms:

- Real Estate Loan Fund – to act in the private property marketplace to protect and enhance real estate with exceptional assets not fully captured in the private property marketplace. The purpose of such a program is to achieve through private sector mechanisms the same goals of government-sponsored programs, such as Architectural Review Boards (ARB). In leu of a non-profit organization, it is possible that a for-profit private group of investors could act in a similar manner.
- Grant Fund – to provide funding to community organizations in the Town and County for a wide variety of community programs and projects.

A new or existing organization could provide this function.

Action AA4.1: Create private for profit or non-profit entity engaged in grant making and architecturally and environmentally-sensitive real estate development.

Indicator AA 4.1.1: Entity formed

Benchmark AA4.1.1: 1 property protected and utilized for commercial or residential use



Progress AA4.1.1:

Responsible Party AA4.1.1: Business owners
Non-profit organizations
Implementation AA4.1.1: 2006

Action AA4.2: Encourage enhancement of architectural assets in new development projects.

Indicator AA4.2.1: Architecturally-sensitive construction
Benchmark AA4.2.1: 1 development constructed



Progress AA4.2.1:

Responsible Party AA4.2.1: Builder/developer
ODA
Town of Orange
Implementation AA4.2.1: 2009-2011

Action AA4.3: Create historic preservation development award.

Indicator AA4.3.1: Awards program for historic performance-based architectural excellence
Benchmark AA4.3.1: 1 landowner/developer receives award



Progress AA4.3.1:

Responsible Party AA4.3.1: Town of Orange
ODA
Chamber of Commerce
Other non-profit organizations
Implementation AA4.3.1: 2006

Action AA4.4: Encourage/educate property owners about protection of architectural features through use of endowment funds.

Indicator AA4.4.1: Powerpoint presentation on architectural assets protection
Benchmark AA4.4.1: 5 Town organizations meet to hear presentation



Progress AA4.4.1:

Responsible Party AA4.4.1: ODA
Orange Historical Society
Implementation AA4.4.1: 2009-2011

Indicator AA4.4.2: Available sources of construction materials
and technical assistance for architecturally-sensitive
construction.

Benchmark AA4.4.2: Posting of materials on website



Progress AA4.4.2:

Responsible Party AA4.4.2: ODA
Implementation AA4.4.2: 2006

Aesthetics

Background:

Orange is a small, Southern, rural town that sits within the rolling hills of Virginia's central Piedmont. Its aesthetic appeal is as much a result of this topographic siting as its unique collection of early nineteenth to mid-twentieth century buildings. It is this cultural and natural environment that defines the character of the Town and that should direct future development of Orange.

Our Town is an historical continuum of development from a "Courthouse Town" to "Railroad Town" to "Automobile Town". Settlement patterns of commercial precincts and residential Planning Sectors and the architecture of buildings reflect the response of development to each historic period.

As a rural town Orange is surrounded by farmland and wooded hills and stream valleys. Large estates and well appointed farms situated near town define a prosperous and healthy lifestyle. Its geographic context as well as its historic links to significant cultural sites such as Montpelier and Civil War battlefields make Orange especially vital.

We see our town as one which has evolved over 200 years as response to the history and quality of life here in the Virginia countryside. Traditionally, Orange has followed its own lead as County seat, transportation center, and historic destination. We feel that it is critical to its future success as a town that Orange continue to treasure and protect all layers of its history while developing to

support the needs of a growing population; and we see this visible heritage providing the direction for new development.

Future development of the Town is more apt to occur along or near major transportation corridors. Each corridor has its own special mix of architecture and landscaping that defines its special character and land use. We see new buildings and streetscapes that are derivative of existing styles of architecture and landscape. Not all characteristics are appealing, however, and new directions in development should be followed that are more appropriate to the historic character.

Goal AA5: Expand and protect street tree canopy in the Town using a diversity of canopy trees.

Action AA5.1: Facilitate creation of non-profit tree planting and maintenance organization or committee of existing organization.

Indicator AA5.1.1:

Tree Organization/Committee

Benchmark AA5.1.1:

Tree work plan for town



Progress AA5.1.1.:

Responsible Party AA5.1.1:

Town Planner

Implementation AA5.1.1:

2006

Action AA5.2: Create guidelines and recommendations for new planting.

Indicator AA5.2.1:

Tree survey, planning, planting, and maintenance guidelines

Benchmark AA5.2.1:

Completion of guidelines



Progress AA5.2.1:

Responsible Party AA5.2.1:

Town Planner

Implementation AA5.2.1:

Tree organization/committee
2006

Action AA5.3:

Plant and maintain street trees.

Indicator AA5.3.1:

% of long-term tree planting goal per year

Benchmark AA5.3.1:

10% per year



Progress AA5.3.1:

Responsible Party AA5.3.1:

Town Planner
Superintendent of Public Works
Tree Organization/committee
2006

Implementation AA5.3.1:

Action AA5.4: Re-enact tree ordinance.

Indicator AA5.4.1:

Review tree ordinance and amend zoning ordinance

Benchmark AA5.4.1:

Amend zoning ordinance to include tree ordinance



Progress AA5.4.1:

Responsible Party AA5.4.1:

Town Planner
Planning Commission
2006

Implementation AA5.4.1:

Goal AA6: Reduce visual clutter of overhead utilities.

Action AA6.1:

Develop underground utilities phasing plan.

Indicator AA6.1.1:

% of linear feet of utilities identified in plan placed underground per five year period
10%

Benchmark AA6.1.1:



Progress AA6.1.1:

Responsible Party AA6.1.1:

Superintendent of Public Works
Orange Downtown Alliance
2011 and beyond

Implementation AA6.1.1:

Goal AA7: Require zoning classification specific signage.

Action AA7.1: Develop signage guidelines in zoning ordinance to match zoning classifications.

Indicator AA7.1.1:

Sign language in ordinance

Benchmark AA7.1.1:

Language approved by Town Council

Progress AA7.1.1:



Responsible Party AA7.1.1:

Town Planner

Orange Downtown Alliance

Implementation AA7.1.1:

2009-2011

Goal AA8: Encourage Planning Sector-appropriate lighting in Town.

Action AA8.1: Develop lighting guidelines for zoning ordinance to match zoning classifications.

Indicator AA8.1.1:

Amended zoning ordinance

Benchmark AA8.1.1:

Ordinance used to construct lighting for 5 development/redevelopment projects

Progress AA8.1.1:



Responsible Party AA8.1.1:

Town Planner

Implementation AA8.1.1:

2009-2011

Action AA8.2: Develop Town-wide public street light standards for Public Facilities Manual.

Analysis:

Lighting in Town is constructed either by a private developer or by Virginia Power. If constructed by a developer, the Town maintains the lights. This has two advantages:

1. Selection of custom fixture, spacing, wattage, etc. to match architecture of Planning Sector.
2. Public Works staff maintenance costs are lower than those for Virginia Power.

The advantage to Virginia Power installation is little or no capital cost of fixture.

In the spring of 2006, Town Council approved an interim street light policy based on the following recommendation by staff:

The Problem

With new development now occurring in the Town, lighting that does not match the Plan's small Town vision is under construction. This lighting is provided and maintained by Virginia Power.

Specific problems are the following:

- The Town is paying monthly service charges to Virginia Power significantly greater than the labor and materials cost for public works staff to maintain lights over a long-term time horizon.
- The fixtures are cheap and in general are unattractive, out of scale, and are not well shielded to protect night skies.

Historically, the Town has had one category of lighting program--- Virginia Power provision of materials, installation, power, and maintenance of Town street lights. Recently, with the availability of TEA-21 funds, the Town has constructed architectural grade lights on Madison and Church Streets. In this situation, materials were provided by a private company, Lumec, Inc. and installed by public works staff. Power is provided by Virginia Power.

Recommendations

Recommendation 1: Initiate Town maintenance of streetlights wherever possible.

On a per light, per month basis, Virginia Power currently charges the Town approximately \$9.00 for power and maintenance for a 100 watt bulb. For power only, the Town would be charged approximately \$4.20. For a 250 watt bulb, Virginia Power charges \$15.00 for power and maintenance, However, for power only, Virginia Power would charge the Town \$7.00.

According to Jeff Dodson, Director of Public Works, these lights require minimal maintenance, on the average, a change in bulb every five years. This concurs with information on maintenance provided by lighting commercial lighting manufacturers. Public works already owns the equipment to maintain most of the lights.

Staff recommends continued maintenance of architectural grade lights. Perry Marshman with Virginia Power has stated that Virginia Power must maintain Virginia Power lights.

Recommendation 2: Require developers to install architectural grade street lighting fixtures.

Public works currently maintains a surplus of poles and fixtures for the lights on Madison Road and Church Street. Proposed herein is the use of the same pole for new residential development with a slightly different fixture, appropriate for residential areas. The cost for these poles and fixtures will be paid for by the developer, along with provision of a couple of extra poles and fixtures should they be broken either during or after construction.

Recommendation 3: Utilize architectural grade lights for any areas of Town in which TEA-21 funds can be used to pay for them.

The Town parking lot at the corner of Main and Byrd Street currently has poor lighting. Staff recommends the installation of architectural grade lighting in this parking area and other areas of Downtown when TEA-21 funds are available. Architectural grade poles and fixtures cost approximately \$2300.00.

Recommendation 4: Continue to utilize Virginia Power poles and fixtures for already developed areas of Town in which TEA-21 funds are unavailable.

Street lights are needed along Macon Road. Virginia Power poles and fixtures cost less than architectural grade lighting. Without a private funding source, staff recommends the installation of Virginia Power lights.

Recommendation 5: Develop detailed lighting design standards for every public street in Town through Master Plan process.

As infrastructure Master Plans are completed in future years for each of the 14 Planning Sectors in Town, lighting designs, including spacing, pole height, fixture type, and bulb wattage, should be specified.

Recommendation 6: Implement lighting policy through Town Code, Zoning Ordinance, and Public Works Facilities Manual

Also in the spring, staff began working with a lighting designer on light standards for types of areas in Town using the following guidelines:

- Town, not big city scale
- Pedestrian and vehicle friendly
- Night sky friendly for vehicle lights

- Non-night sky friendly for pedestrian lights
- Lighting concept of low pedestrian lights between taller vehicular lights using LUMEC Domus for vehicle and LUMEC Candela for pedestrian OR EQUIVALENT.

See Comprehensive Plan Appendices for lighting guidelines.

Indicator AA8.2.1: Street light standards for fixture, wattage, and location (including relationship to sidewalks).

Benchmark AA8.2.1: Standards approved in Public Facilities Manual



Progress AA8.2.1:

Responsible Party AA8.2.1: Town Planner
Director of Public Works

Implementation AA8.2.1: 2007-2008

Action AA8.3. Review franchise agreement with Virginia Power to create new Town of Orange Power Policy in consideration of Town lighting policy (see Theme 2: Infrastructure).

Indicator AA8.3.1: Town of Orange Power Policy
Benchmark AA8.3.1: Policy approved by Council



Progress AA8.3.1:

Responsible Party AA8.3.1: Town Manager
Town Planner
Director of Public Works

Implementation AA8.3.1: 2007-2008

Goal AA9: Protect entrance corridor landscapes.

Action AA9.1: Develop entrance corridor regulations within zoning ordinance.

Indicator AA91.1: Amended zoning ordinance
Benchmark AA9.1.1: Ordinance used to guide corridor design for one project



Progress AA9.1.1:

Responsible Party AA9.1.1:
Implementation AA9.1.1:

Town Planner
2009-2011