

# DESIGN GUIDELINES CHECKLIST

## CHAPTER I: SITE PLANNING

### GENERAL SITE PLANNING PRINCIPLES

☐ Base site plan on careful analysis of site conditions ☐ Minimize disruption to natural and cultural features ☐ Preserve open space ☐ Integrate in development ☐ Preserve significant natural/cultural features ☐ Create continuous networks ☐ Avoid commercial activity, pavement, stormwater facilities, active recreation in open space ☐ Locate parking lots to side or rear of building. Screen parking lots. ☐ Ensure service areas, parking lots, outdoor storage/sales, HVAC equipment, trash containers, etc. do not face residential areas. ☐ Put smaller buildings on out parcels to break up large parking lots ☐ Accommodate future buildings, roads, utilities, etc., when site plans only show portion of property

### CIRCULATION PLANNING

☐ Use sound access management principles ☐ Minimize curb cuts on major roads ☐ Combine entrances where feasible ☐ Delineate internal traffic patterns for vehicles and pedestrians with ground markings and signs ☐ Provide pedestrian and vehicular connections between parking lots and driveways with cross easements ☐ Anticipate future connections ☐ Install pedestrian islands in driveway and street crossings over 32' wide ☐ Include traffic calming measures to discourage speeding ☐ Minimize conflicts between pedestrians and drive-through areas ☐ Provide for safe pedestrian and bicycle movement ☐ Separate service drives from pedestrian areas ☐ Maintain crosswalks and parking space lines

### PARKING AREAS

☐ Avoid locating commercial parking lots next to residential properties, schools, churches ☐ Coordinate parking lots with circulation plan, building entrances, services areas, etc. ☐ Break up parking lots with 10+ spaces with trees, islands, low walls ☐ Separate parking lots from buildings with min. 5' landscaping or walkway ☐ Make width of landscaping proportional to height of building

### PEDESTRIAN SPACES

☐ Include outdoor use areas (greens, courtyards, plazas) ☐ Orient buildings toward open spaces, not roadway ☐ Locate outdoor use areas in highly visible locations ☐ Construct outdoor use area of high quality, easily maintained materials ☐ Emphasize major entrances to buildings with canopies, recessed entries, .....

### PUBLIC SIDEWALKS

☐ Construct sidewalks within or near street right-of-way ☐ Coordinate sidewalks with site plan ☐ Avoid conflicts with landscaping, utilities, signs, etc. ☐ Design sidewalks to facilitate snow removal and stormwater flow ☐ Use durable materials suitable for winter weather ☐ Check materials with DPW ☐ Install crosswalks where sidewalks intersect with driveways and roads ☐ Change texture and color of crosswalks ☐ Use durable and slip resistant materials.

### INTERNAL WALKWAYS

☐ Provide internal walkways from parking lots to main customer entrances and to sidewalks along roads ☐ Design walkways to give pedestrians full view of oncoming vehicles ☐ Align walkways with main entry or focal point on building ☐ Make walkways min. 5' wide ☐ Landscape areas adjacent walkways ☐ Change pavement texture, pattern, or color to maximize pedestrian safety ☐ Use crosswalks at key locations ☐ Avoid sheet flow of stormwater across walkways ☐ Design walkways to facilitate maintenance ☐ Design walkways for ease of snow removal ☐ Indicate snow storage areas on plan.

### MULTIPLE BUILDING DEVELOPMENTS

☐ Prepare a master plan to show location of future buildings, parking lots, driveways, etc. ☐ Provide a phasing plan to illustrate sequence of development ☐ Orient buildings to create safe pedestrian spaces, preserve significant site features, and minimize appearance of parking areas ☐ Design building or other elements as focal points

## **OUTDOOR SERVICE AND STORAGE AREAS**

\_\_\_ Locate service facilities at side or rear of buildings \_\_\_ Size outdoor service and storage areas appropriately \_\_\_ Screen service areas to minimize visibility \_\_\_ Screens and fencing should complement design of main structure \_\_\_ Site service areas to accommodate turning movements of vehicles \_\_\_ Coordinate location of service areas with companies who use them \_\_\_ Install recycling facilities if possible

## **BUFFERS AND SCREENING**

\_\_\_ Discuss need for and type of buffers early in process \_\_\_ Provide year-round screen within 3 years. \_\_\_ Design buffers and screens in relation to other landscape elements and architecture \_\_\_ Maintain buffers through life of project \_\_\_ Replace plantings as needed.

## **STORM WATER MANAGEMENT**

\_\_\_ Locate stormwater facilities in the least visible portion of the site \_\_\_ Integrate them into the natural Landscape \_\_\_ Design basins to look like nature landforms \_\_\_ Avoid hard geometric shapes \_\_\_ Landscape side slopes \_\_\_ Avoid abrupt changes in grades and steep side slopes \_\_\_ Screen man-made structures with vegetation to reduce visibility \_\_\_ Use qualified professional to design plantings \_\_\_ Design basins to be shared by abutting properties \_\_\_ Avoid rip-rap and coarse crushed rock \_\_\_ Use hand-placed rock or geogrid

# **CHAPTER II: ARCHITECTURE**

## **GENERAL ARCHITECTURAL PRINCIPLES**

\_\_\_ Design new buildings to fit the specific characteristics of the site \_\_\_ Use New England colonial, Georgian, Federal, and Classic Revival styles \_\_\_ Design to human scale \_\_\_ Make forms, massing, and openings proportional to size of human \_\_\_ Design freestanding accessory structures similar to principal building

## **RENOVATIONS & ADDITIONS**

\_\_\_ Make alterations similar to original building \_\_\_ Provide narrative to explain designer's intent \_\_\_ Complement form, color, and detailing of original structure \_\_\_ Retain distinctive architectural features

## **FAÇADE DESIGN**

\_\_\_ Make architectural details an integral part of design of structure \_\_\_ Use display windows, entry areas, or transparent features along 40% or more of horizontal length facing street \_\_\_ Use pilasters, windows, cornices, porches, corners, or offsets at least every 50' \_\_\_ Avoid blank walls facing public viewpoints \_\_\_ Complement façade with signage, lighting, and landscaping \_\_\_ Make windows vertical in orientation or square \_\_\_ Size shutters to fit openings \_\_\_ Screen utility equipment and service areas or locate them out of public view \_\_\_ Show location of vending machines \_\_\_ Provide illustrations, elevations, and perspective drawings

## **BUILDING MATERIALS**

\_\_\_ Acceptable materials

## **AWNINGS & CANOPIES**

\_\_\_ Make awnings integral element of architecture \_\_\_ Locate awnings directly over windows or doors \_\_\_ Avoid highly reflective materials \_\_\_ Match or complement colors of building \_\_\_ Coordinate graphics on awnings with other sign elements \_\_\_ Avoid lighting awnings

## **ROOFS**

\_\_\_ Use composite asphalt shingles and standing-seam non-glare metal \_\_\_ Avoid high gloss materials \_\_\_ Complement color and texture of façade \_\_\_ Use muted earth tones or darker color than façade \_\_\_ Avoid stripes and patterns. \_\_\_ Use minimum roof pitch of 4/12 unless not practicable \_\_\_ Incorporate eaves and roof overhangs into design of roof \_\_\_ Screen roof-mounted equipment from public view. Make

screening an integral part of architecture \_\_\_ Use cupolas, dormers, chimneys, and other roof projections  
\_\_\_ Design roofs to shed snow, ice, and rainwater without hazard

#### **STREET CORNERS**

\_\_\_ Locate building as close to intersection as allowed \_\_\_ Avoid parking or service areas between building and property lines along both streets \_\_\_

#### **DESIGN OF NATIONAL FRANCHISES**

\_\_\_ Acceptable and unacceptable franchise designs

#### **LINEAR COMMERCIAL BUILDINGS**

\_\_\_ Unify multiple storefronts with complementary architectural forms, similar materials and colors, consistent details, coordinated signage, and variations in front setback \_\_\_ Use covered walkways, open colonnades, and similar features to unite building \_\_\_ Clearly delineate pedestrian entrances with detailing, roofline breaks, landscaping, lighting, or combination \_\_\_ Extend covered walkways the full length of façade \_\_\_ Vary rooflines, detailing, and building heights to break up scale of buildings \_\_\_ Include focal point such as raised entrance, clock tower, or other architectural elements to reduce scale of building

#### **SERVICE STATIONS AND CONVENIENCE STORES**

\_\_\_ Site buildings to face street \_\_\_ Locate pump islands and canopies in rear or side \_\_\_ Make primary building primary feature seen from road \_\_\_ Integrate canopies into design of building \_\_\_ Make roof pitch, detailing, materials, and color of canopy consistent with main building \_\_\_ Use pitched roofs with fascia trim \_\_\_ Avoid bands of bold color on canopy and backlighting \_\_\_ Integrate opening for car washes or service bays into design of building \_\_\_ Site openings away from view from roadways and residential areas

#### **DRIVE-THROUGHS**

\_\_\_ Incorporate design of drive-throughs into design of building through scale, color, detailing, massing, other treatments \_\_\_ Reduce scale through façade and roofline elements \_\_\_ Avoid facing street \_\_\_ Locate to side or rear of building \_\_\_ Make canopies visually compatible with main structure through consistency of roof pitch, detailing, materials, and color \_\_\_ Avoid bands of bold color on canopy and backlighting

#### **MULTI-FAMILY HOUSING**

\_\_\_ Comply with accessibility regulations \_\_\_ Avoid ramps and lifts \_\_\_ Use sloped entry walks, covered entryways, porticos, arcades, covered porches \_\_\_ Reflect residential detailing in design and placement of window and door openings \_\_\_ Use cornices, moldings, side lights, transom lights, and raised panels in doors \_\_\_ Use detailing to convey character of divided lights in windows \_\_\_ Use shutters consistent with architecture of building \_\_\_ Use traditional New England residential materials like clapboards and shingles \_\_\_ Use trim to provide detail at eaves, corners, gables \_\_\_ Use bays, towers, cupolas, cross gables, and dormers \_\_\_ Use traditional residential colors \_\_\_ Comply with accessibility regulations \_\_\_ Avoid ramps and lifts

#### **TOWN CENTER DISTRICT**

\_\_\_ Use historical and traditional design elements \_\_\_ Use pitched roofs \_\_\_ Incorporate eaves and roof overhangs \_\_\_ Detail and articulate facades \_\_\_ Provide well-defined foundation, modulated wall element, articulated cornice \_\_\_ Use cornices, moldings, side lights, transom lights, and raised panels in doors \_\_\_ Use traditional New England materials like clapboards and shingles \_\_\_ Use trim to provide detail at eaves, corners, gables \_\_\_ Use bays, towers, cupolas, cross gables, and dormers to articulate façade \_\_\_ Use molding and trim to enhance doorways and windows and provide decorative elements

#### **OFFICE BUILDINGS**

\_\_\_ Use high quality materials \_\_\_ Vary façade elements (color, materials, texture) to reduce scale and mass \_\_\_ Use rhythms and patterns of windows, columns, and other features \_\_\_ Provide visual interest at pedestrian scale \_\_\_ Incorporate molding and trim into façade \_\_\_ Identify main entrances \_\_\_ Contrast entrances with surrounding wall plane by changing materials and color from primary façade \_\_\_ Incorporate treatments and features to reduce building mass for walls within public view \_\_\_ Avoid roof/parapet lines

running in continuous planes absent variations in height, jogs, or materials \_\_\_ Screen all rooftop equipment

#### **DEPOT DISTRICT**

\_\_\_ Create visual interest and reinforce pedestrian scale \_\_\_ Use windows, details, canopies, overhangs, indented bays, and change of building materials to minimize bulk and large wall expanses \_\_\_ Use projecting parapet, cornice, upper level setback, or pitched roofline \_\_\_ Use eaves and roof overhangs for roofs \_\_\_ Make primary entrance face street \_\_\_ Provide outdoor seating

### **CHAPTER III. LANDSCAPE**

Existing Standards, Landscaping Goals

#### **GENERAL LANDSCAPE PRINCIPLES**

\_\_\_ Use a landscape architect or other qualified professional to prepare landscape plan \_\_\_ Include narrative on design intent \_\_\_ Show utilities, lighting, and other features that may influence plantings \_\_\_ Avoid plants that may affect public health and safety \_\_\_ Use rocks sparingly \_\_\_ Maintain balance between single species and variety of plants \_\_\_ Comply with minimum plant sizes \_\_\_ Provide irrigation

#### **TREE PROTECTION**

\_\_\_ Preserve existing or unique trees and plantings \_\_\_ Show how existing trees will be protected during construction \_\_\_ Keep construction activity outside outer edge of tree canopy \_\_\_ Use snow fencing or temporary barricades to protect trees and root zones \_\_\_ Use professional assistance to protect specimen or unusually large trees \_\_\_ Avoid grading beyond a few inches within the drip line \_\_\_ Use tree wells/walls where needed

#### **PLANTING STRIPS**

\_\_\_ Use appropriate groundcovers \_\_\_ Use mulch under plantings to preserve moisture but not as primary groundcover \_\_\_ Install plantings in masses or drifts that emphasize colors, forms, and textures \_\_\_ Plant trees min. 5' from roadway, driveways, and parking areas \_\_\_ Preserve clear area for sight lines \_\_\_ Separate parking lots from street with plantings, earth berms, walls, or other landscape elements

#### **PARKING LOT LANDSCAPING**

\_\_\_ Plant at least 1 tree per 8 parking spaces in lots with 10 or more spaces \_\_\_ Landscape at least 10% of interior area of lots with 25 or more spaces \_\_\_ Avoid high maintenance trees \_\_\_ Maintain 8' clear height to limbs abutting walkways \_\_\_ Maintain shrubs in parking lots at 3' in height \_\_\_ Use min. 9' wide landscape areas to separate parking rows \_\_\_ Use plants that tolerate snow storage

#### **TREE SELECTION & PLANTINGS**

\_\_\_ Use trees that are resistant to insect, drought, disease, salt, and auto emissions \_\_\_ Use trees that complement building elevation \_\_\_ Locate trees to minimize interference with window displays, signage, utilities, streets, sidewalks \_\_\_ Maintain 8' clear height to limbs abutting sidewalks

#### **SHRUBS & ORNAMENTAL PLANTINGS**

\_\_\_ Use variety of flowers, shrubs, grasses, and other plantings in addition to trees \_\_\_ Consider ultimate height, spread, maintenance, pest and disease tolerance in selecting plantings \_\_\_ Use planting beds along building edges, foundations, and uninterrupted walls \_\_\_ Put plantings at least 18" from wall \_\_\_ Use special planting beds for visual accents

#### **LANDSCAPE MAINTENANCE**

\_\_\_ Provide maintenance plan \_\_\_ Replace plant materials in accordance with approved planting plan \_\_\_ Use low maintenance plant materials \_\_\_ Avoid excessive pruning

#### **RECOMMENDED PLANT MATERIALS**

\_\_\_ List of street trees \_\_\_ List of ornamental trees \_\_\_ List of evergreen trees \_\_\_ List of flowering shrubs \_\_\_ List of perennials \_\_\_ List of ornamental grasses

## **CHAPTER IV. LIGHTING**

### **GENERAL LIGHTING PRINCIPLES**

\_\_\_ Present lighting plans \_\_\_ Use cut-off fixtures \_\_\_ Locate and design lighting to complement adjacent buildings \_\_\_ Make poles and fixtures proportionate to the buildings and spaces they illuminate \_\_\_ Use decorative fixtures as alternative to cut-offs provided they complement architecture on site \_\_\_ Avoid spillover onto residential properties, glare, and unshielded light bulbs \_\_\_ Do not exceed 0.1 foot-candle at property line abutting residential properties \_\_\_ Reduce lighting in parking lots abutting residential areas to 0.2 foot-candles within 1 hour after closing \_\_\_ Update lighting when existing fixtures are replaced or modified \_\_\_ Use energy saving devices wherever practicable

### **DRIVEWAYS**

\_\_\_ Illuminate roadway and sidewalk \_\_\_ Prevent glare and spillage onto abutting properties \_\_\_ Comply with retail lighting standards \_\_\_ Use metal halide lamp \_\_\_ Design lighting to complement architecture, landscaping, and street furnishing \_\_\_ Complement spacing and rhythm of surrounding plantings \_\_\_ Ensure mounting heights are in scale with adjacent buildings

### **PARKING LOTS, OUTDOOR SALES & SERVICE AREAS**

\_\_\_ Coordinate alignment and spacing of fixtures with orientation of buildings and other site elements \_\_\_ Incorporate light poles within raised planting area wherever possible \_\_\_ Avoid bases raised above level of plantings or higher than 1' above pavement \_\_\_ Coordinate lighting with landscape plan \_\_\_ Comply with illumination levels in retail lighting standards \_\_\_ Complement color, form, and style of fixtures with architecture and street furnishings \_\_\_ Use metal halide lamps \_\_\_ Mount light fixtures at lowest allowable level

### **PEDESTRIAN SPACES**

\_\_\_ Use bollard fixtures 3-4' high and ornamental fixtures up to 12' high \_\_\_ Use metal halide lamps (less than 100 watts) in cutoff fixtures \_\_\_ Highlight significant design elements with ornamental and decorative lighting \_\_\_ Select poles and fixtures to complement roadway and parking lot lighting

### **BUILDING FACADES & LANDSCAPE LIGHTING**

\_\_\_ Provide narrative to describe how facades of buildings and landscaping will be lit and design intent \_\_\_ Direct light only onto building façade, not streets, sidewalks, or properties \_\_\_ Do not exceed 15' tall fixtures on facades facing streets and 20' on other faces \_\_\_ Include full face shielding \_\_\_ Direct light only onto selected plantings

### **SERVICE STATION, CONVENIENCE STORES & CANOPY LIGHTING**

\_\_\_ Comply with retail lighting standards \_\_\_ Use canopy-mounted fixtures that are not seen by motorists \_\_\_ Avoid drop fixtures \_\_\_ Avoid mounting lights on or lighting sides and tops of canopies.

## **CHAPTER V. SIGNAGE**

### **GENERAL SIGN PRINCIPLES**

\_\_\_ Submit information on location, design, color, materials, contents, and lighting of signs \_\_\_ Make signs compatible with buildings through similar detailing, form, color, lighting, and materials \_\_\_ Make shape of sign complement architectural features of building \_\_\_ Use simple geometric shapes \_\_\_ Use min. lettering size of 6" \_\_\_ Include street address at least 11" high on site sign \_\_\_ Avoid objects such as flags, banners, models, etc.

### **SIGN CONTENT**

\_\_\_ Use max. 30 letters or 7 bits (syllable or symbol) of information on identification sign \_\_\_ Avoid non-occupant sponsor logos or keep them to less than 25% of total sign face \_\_\_ Keep reader boards to 3 lines of text or less with max. letter height of 6"

### **FAÇADE-MOUNTED SIGNS**

\_\_\_Design façade-mounted signs are element of architecture \_\_\_Make shape and materials complement building \_\_\_Mount signs on vertical surfaces without projecting above fascia trim \_\_\_Mount signs with concealed or decorative hardware

### **MULTI-TENANT PROPERTIES**

\_\_\_Establish a hierarchy of signs to minimize sign clutter \_\_\_Use a simple identification sign on major roadways \_\_\_Use identification sign near main entrance to convey overall identity \_\_\_Display only name of tenant on sign \_\_\_Add street address to sign \_\_\_Coordinate sign design with color, materials, detailing, and style of principle building \_\_\_Use simple color and graphic palette to minimize clutter \_\_\_Use no more than 3 colors

### **EXTERNALLY LIT SIGNS**

\_\_\_Minimize glare or reflection from illumination \_\_\_Direct light onto only sign façade \_\_\_Minimize view of light source \_\_\_Direct top-mounted light sources downward to hide light source \_\_\_Prevent spillage from up lighting \_\_\_Complement color and design of sign and architecture with light fixtures and mounting devices.

### **INTERNALLY LIT SIGNS**

\_\_\_Use light lettering or symbols set against dark background \_\_\_Use internally lit letters instead of whole panels \_\_\_Design mounting systems to be compatible with color, forms, and style of building \_\_\_Hide electrical connections, wiring, junction boxes, etc. \_\_\_Minimize glare on pathways and roadways \_\_\_Locate signs where they can be easily maintained.

### **TEMPORARY SIGNS**

\_\_\_Use same guidelines for content and design as permanent signs \_\_\_Locate signs to minimize hazards for pedestrians and vehicles

This checklist is not intended as a substitute for, nor does it contain all the information and requirements in, the Town of Salem, NH Design Guidelines. Please see the full Design Guidelines document for more details.