

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 geo-grid

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.