

# 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 FAÇADES & 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.

## **INTERNAL 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.