

# **Design Guidelines and Standards Manual**

**Brookfield, Connecticut**

**Incentive Housing Zone & Town Center District**

**Effective 2019-July-5**

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## 1.0 Purposes and Guiding Principles

The purpose of these Design Guidelines and Standards Manual is to facilitate the implementation of the vision and conceptual plan for the Brookfield Four Corners Town Center District (TCD) and overlay Incentive Housing Zone (IHZ) district. Along with this, it is the purpose of these guidelines and standards to direct development and redevelopment in these zones to incorporate quality design within a human scale, pedestrian-oriented, and walkable environment. Therefore, in any development, the height and overall mass of buildings, the character of the architecture, the design of street lights or signs, landscaping, the materials for sidewalks or other site features should be based on creating an inviting environment for the pedestrian at street level.

Quality of design contributes to a sense of place through associations among all of the elements; connections and visual harmony among individual structures, infrastructure in the built environment, the natural landscape, the historical context, and the people who experience it.

These design guidelines and standards were developed through an interactive community engagement process. The content of the guidelines reflect the community direction and consensus on the form of development that is most desirable in the TCD and IHZ. Thereby, these design guidelines are intended to stimulate creativity and, through the design review process, help property owners, architects and developers pursue designs that complement, and are compatible with, the community vision for the fabric of the TCD and IHZ districts. As such, these guidelines and standards are intended to guide and inform development applicants regarding the desirable form, site planning, and character of development and redevelopment within the TCD and IHZ (see Figure 1).

The purpose of these design guidelines is to:

- Serve as design-related Standards for Compliance for the Incentive Housing Sub-zones and Town Center District
- Provide guidance on elements not covered in the Standards for Compliance regarding applications in the Incentive Housing Sub-zones and the Town Center District



Additional design-related standards and requirements are found in Zoning Regulations and should be consulted as part of site design. Sections (or Articles) of note include, but are not limited to: *[amended 2019-July-5]*

- Section 5.1 - Town Center District
- Section 6 - Technical Standards
- Section 6.1 A - Off Street Parking and Loading
- Section 6.2 - Signs
- Section 6.3 - Industrial and Commercial Districts - Landscaping
- Section 8.5 - Special Permit Application
- TCD Sidewalk and Amenity Specifications

## 2.0 Applicability

Key users of these design guidelines and standards include:

- **Property Owners, Architects and Developers** use the manual to help determine what types of alterations, additions and new construction are most appropriate in the TCD and IHZ and to guide the design of specific projects.
- **The Design Review Team** uses the manual to review project applications submitted to the Zoning Commission. The Team suggests ways to enhance and add to the design and/or aesthetics of proposed projects. The Team shares its recommendations with the applicant and the Zoning Commission.
- **The Zoning Commission** uses the manual to review Design Review Team recommendations and approve or deny applications submitted by property owners, architects and developers.
- **Town Staff** use the manual to advise property owners and make recommendations to the Design Review Team, Zoning Commission, and Planning Commission regarding proposed projects.
- **Town Residents** and others may also review the manual to better understand the community's vision for the design character of the Four Corners area where the TCD and IHZ districts apply

The Brookfield Zoning Commission established the Design Review Team in July 2013 to serve as an advisory body to the Zoning Commission on matters of site and building design in the Town Center District. All members are qualified to serve by reason of training or experience in Architecture, Site Planning, Landscape Architecture, Historic Preservation, Professional Engineering, Graphic Design or other disciplines as determined by the Zoning Commission. The Design Review Team is responsible for reviewing applications according to these design guidelines and making recommendations to the Zoning Commission.

Specifically with respect to Incentive Housing applications, the numbered standards are intended to serve as Standards for Compliance to (1) ensure that construction within the Incentive Housing Sub-zones is complementary to adjacent and neighboring buildings and structures, and is consistent with the Brookfield housing plan required in CGS section 8-13p, and (2) address the scale and proportions of buildings; site coverage; alignment, width and grade of streets and sidewalks; type and location of infrastructure; location of building and garage entrances; off-street parking; protection of significant natural site features; location and design of open spaces; signage; and setbacks and buffering from adjacent properties.

### 3.0 Process

The Town of Brookfield applies the following design review process applicable to any development application for site plan approval or special permit for any properties partially or fully within the Town Center District or Incentive Housing Sub-zones. New construction, additions and renovations to existing buildings and sites should be done in consideration of the following design guidelines.

When an Applicant is seeking a Zoning Permit or Site Plan Approval for an as-of-right use, the Land Use Office professional staff will consult these design guidelines and standards and review them with the Applicant to consider ways in which the design guidelines intent may be incorporated in the proposed development activity. Only standards related to proposed site plan changes will be required.

When an Applicant is seeking a Design Review Special Permit Approval or the application is for an Incentive Housing project, all standards must be met.

- **Step 1:** During preliminary site design, applicants and their engineers and architects should consult the Design Guidelines and Standards Manual and utilize the Design Checklist to assess how the guidance of this manual can best be incorporated. Applicants should also consult with the Land Use Office professional staff to discuss the application process and application requirements.
- **Step 2:** In advance of formal application to the Zoning Commission, applicants must schedule a pre-application meeting with the Design Review Team.
- **Step 3:** The Design Review Team will meet with the applicant to discuss the incorporation of the Design Guidelines elements into the proposed development scheme. The Town Land Use Office staff will keep notes of the discussion and prepare a summary of the meeting outcomes for the Design Review Team.
- **Step 4:** The Design Review Team will submit the findings of its pre-application review meeting with the Applicant and recommendations relative to the proposed development to the Zoning Commission. The Applicant should make any adjustments he/she deems appropriate to the proposed site plan based on the feedback from the pre-application review meeting in advance of formal submittal to the Zoning Commission
- **Step 5:** The Zoning Commission will refer to the recommendations of the Design Review Team in its decision making regarding the application. All recommendations of the Design Review Team are advisory in nature.

Each development application is unique and no single set of requirements fits all cases. Applicants should use the design guidelines and associated checklist during the presentation and review process. Much of the success of an application depends on the following considerations:

- Applicants have read and understand the design guidelines as they apply to their projects.
- Applicants have come prepared to answer questions based on these design guidelines germane to their projects.
- Applicants have met with the Design Review Team in an informal (pre-application) session to better understand Brookfield's design goals before finalizing plans and project documents.
- Applicants have provided complete documentation (scale drawings, site photographs including existing buildings, color samples, fixture specifications, etc.) at the time of their presentation to the Design Review Team and subsequently as part of their formal application to the Zoning Commission. Recommendations on applications may not be made on partial submittals.

## 4.0 Site Design Guidelines

### 4.1 Site and Landscape Organization

**Purpose:** The organization of structures and landscape elements for any new development, additions to existing structures or any redevelopment should reinforce and contribute to an overall cohesive, human scale, pedestrian-oriented, and walkable environment in the TCD and IHZ.

**Guidelines:**

- All efforts must be made to strengthen connections among parcels, create harmony of design, and preserve any unique landforms, notable built features such as stone walls, historic structures, scenic views, etc. and incorporate them into site design.

### 4.2 Relationship to Historic Structures

**Purpose:** Existing historic mill buildings and associated locally important historic commercial/residential buildings are considered part of the fabric and desired character of the Four Corners area.

**Guidelines:**

- Site design should consider preservation and context sensitive design that incorporates buildings and features on the state or national registers of historic places, as well as those on the Brookfield local inventory of historic resources called “Historical & Architectural Resource Survey of the Town of Brookfield, Connecticut 1996-1997” and those which are structurally sound and intact colonial era structures and features (such as stone walls).
- The historic buildings located at the following addresses have been specifically indicated by the Brookfield Museum and Historical Society and the Brookfield Historic District Commission as critical to maintaining a sense of place and history.

<u>Address</u>	<u>Approx. Year Built</u>
797 Federal Road (2 structures)	1857/1900
801 Federal Road	1850
825 Federal Road	1850
831 Federal Road	1840
834 Federal Road	1815
837 Federal Road	1800
843 Federal Road	1810
846 Federal Road	1835
849 Federal Road	1820
857A Federal Road	1931
40 Laurel Hill Road	1770
64 Laurel Hill Road	1811
31 Old Route 7, Bldg. #2	1930
174 Pocono Road	1842
179 Pocono Road	1860
1 Tucks Road	1875
272 Whisconier Road	1832
273 Whisconier Road	1914
277 Whisconier Road	1860
281 Whisconier Road	1875
283 Whisconier Road	1840
290 Whisconier Road	1790

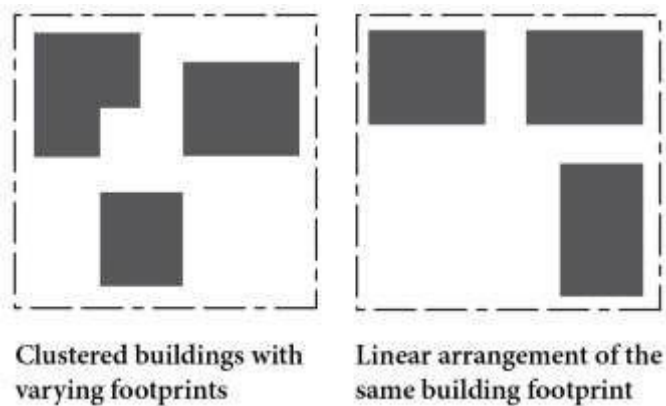
### 4.3 Building Orientation

#### Guidelines:

- For sites with multiple buildings proposed, efforts should be made to vary the footprint among the building forms to minimize the overall sense of mass of the collective buildings (see figure 1).
- Prominent site features (e.g. topography, rock, mature vegetation, water, etc.) should be used to organize the architectural and site composition.

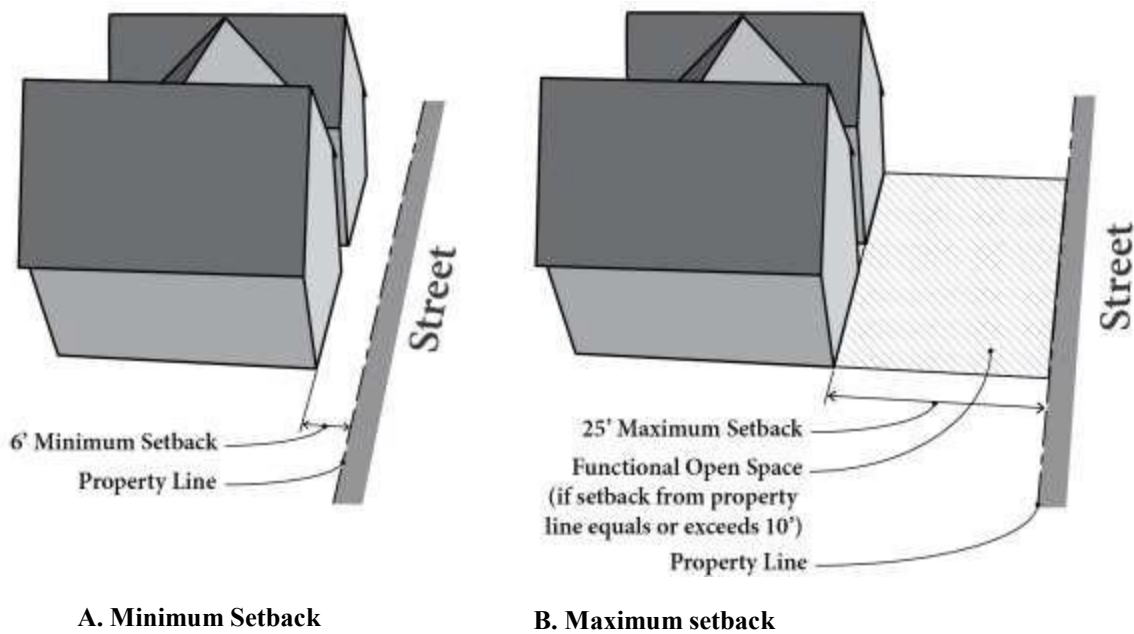
#### Standards:

- 4.3.1** Site variety must be created using building clustering, and open space breaks for sites with multiple buildings proposed.
- 4.3.2** For sites with multiple buildings proposed, buildings must be separated by at least twenty feet (20') to allow for fire equipment access and emergency egress maneuvers.
- 4.3.3** Building fronts must be oriented to the street or in the case of interior buildings, fronts must be oriented to a sidewalk.
- 4.3.4** Buildings along a public street must be set back a minimum of six feet (6') and a maximum of twenty-five feet (25') from the property line to the proposed building. (see figure 2A).
- 4.3.5** Buildings must be no more than 10' from the property line or sidewalk whichever is closer to the proposed building unless public space is provided in order to add to the overall streetscape appearance (see figures 2A and 2B).



**Figure 1:** Building Orientation





**Figure 2: Building Setback**

#### 4.4 Site Design

**Purpose:** Arrange buildings, parking areas, public spaces including pedestrian walkways and landscaping to create a safe, visually attractive, accessible site for all modes of travel. Incorporate soft landscaped areas and trees within the parking lot to define major vehicle and pedestrian routes, provide shade and break-up the expanse of paved areas.

##### **Guidelines:**

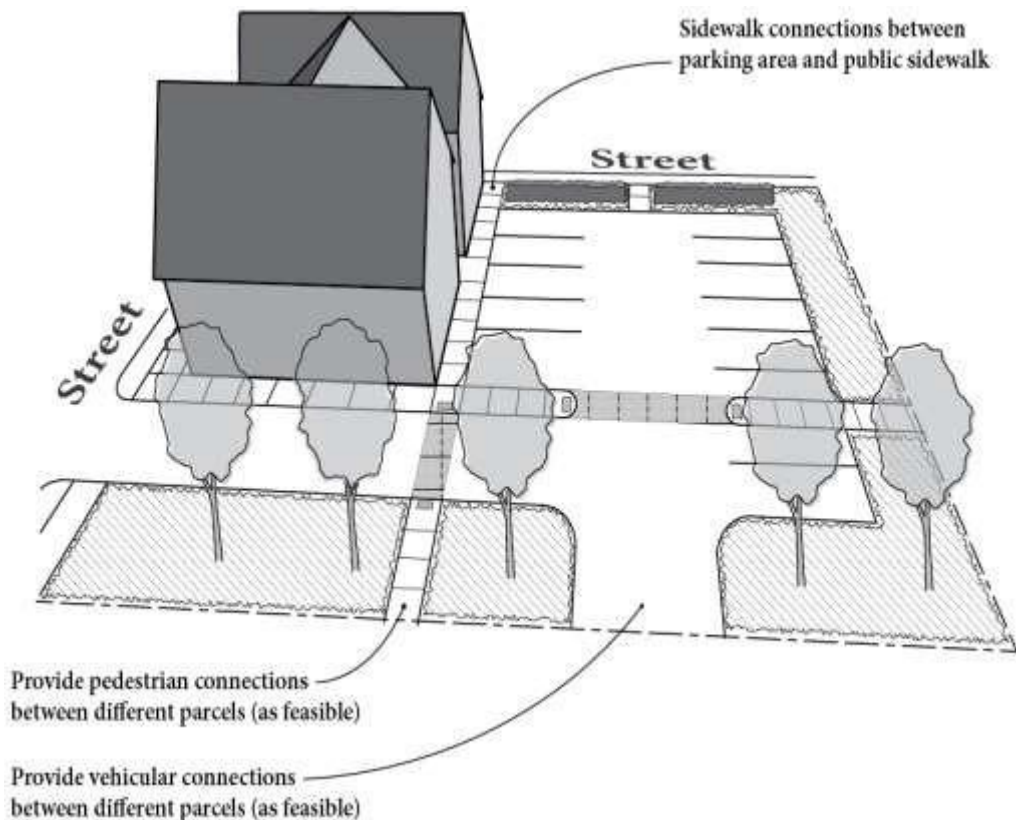
- Emergency access may be provided by drives or access way connections through adjacent properties.
- Canopy trees and shrubs should be planted along both sides (where space allows) of new streets and private access ways.

##### **Standards:**

- 4.4.1** Parking must be located behind buildings fronting on the street. Parking along the side of buildings may also be acceptable.
- 4.4.2** Where there is a view of parking lots from a street and/or private access way, the parking lot/spaces must be buffered with landscaping that is green year round, or low walls.
- 4.4.3** Sidewalks and pathways must connect all parking areas to the larger sidewalk network; sites must be laid out to maximize pedestrian connectivity between uses and sites.
- 4.4.4** A safe and convenient network of pedestrian ways within parking areas must be provided.



- 4.4.5** Potential conflict points between pedestrians or bicyclists and motor vehicles must be minimized.
- 4.4.6** Sites must be served by no more than one main access driveway and one service driveway, with access not on Federal Road when feasible. The *Town Center District Sidewalk and Access Management Plan* must be consulted for direction on driveway location and design.
- 4.4.7** All uses which are required to provide twenty (20) or more off-street parking spaces must incorporate landscaping in the interior, paved portion of the lot. Landscaped area in the interior of parking lots must equal 10% of the developable land not occupied by building footprint.
- 4.4.8** For developments requiring more than 19 parking spaces when a row of parking exceeds 10 spaces, landscaped intermediate islands containing at least one canopy tree must be located to divide the lot into smaller “pods”.
- 4.4.9** Driveway or private access ways must not exceed 26 feet in width.
- 4.4.10** Visibility at the intersection of any access drive with any intersecting street must be sufficient to allow a stopped vehicle to see and be seen from a vehicle approaching from either direction



**Figure 3:** Site design showing connectivity between adjacent parcels and pathways connecting parking areas to the larger pedestrian network.

#### 4.5 Service Areas/Loading Areas/Functional Elements

##### Guidelines:

- Vents, downspouts, flashing, electrical conduits and other functional elements should be an integral part of the building's architecture.
- The visibility of utility connections should be screened such as by hiding with landscaping or within a decorative enclosure.

##### Standards:

- 4.5.1** Mechanical and electric equipment, whether ground-mounted or installed on the roof, must be screened through the use of walls, fences, slopes, landscaping, or a combination of techniques.
- 4.5.2** Newly installed utilities must be situated below ground and existing overhead services relocated below ground wherever possible.
- 4.5.3** Loading areas, service areas, trash and recycling containers, and other accessory functions must be screened.
- 4.5.4** No off-street loading space will be located in the area required for setback from a street line

#### 4.6 Bicycle Parking

**Purpose:** Bicycle access and activity is considered an important ingredient of a dynamic town or village center. Site design should facilitate bicyclist access and connectivity for bicycle travel among parcels.

##### Guidelines:

- Bicycle racks should be located along a major building approach line and clearly visible from the approach.
- Where a bicycle rack allows bicycles to be locked on both sides of the rack without conflict, each side may be counted as one required space.
- Bicycle racks should be of architectural character to compliment that of the buildings and other site features such as lighting and pedestrian amenities.
- Residential bicycle parking should be located indoors or sheltered if feasible so as to prevent damage to bicycles parked for long periods of time (see figure 5).

##### Standards:

- 4.6.1** The bike rack area must be no more than 100 feet from the entrance it serves and should preferably be within 50 feet.
- 4.6.2** There must be one (1) secured bicycle parking space for every 4 dwelling units. There must be one (1) secured bicycle parking space per 6,000 sq. ft. of commercial space or one (1) secured bicycle parking space for every 24 automobile spaces (whichever is greater).



Figure 4: "Inverted U" style bike rack



Figure 5: Example of secure indoor bicycle parking

## 4.7 Open Space, Parks, Plazas

**Purpose:** Public spaces should be designed as gathering spots and destinations for pedestrians and include shade trees, benches, well-maintained landscaping, and pedestrian scale lighting.

### Guidelines:

- Where feasible, site design should provide for focal points, such as public outdoor space, parks, plazas, and paths with views of natural features.
- Fountains, sculptures, public art, seating and visitor respite areas are encouraged.
- Public spaces may be in the form of well-maintained lawn, brick-lain plazas or other aesthetic hardscape materials, including complementary landscaping and planting beds, or a combination thereof.
- Where possible, open spaces, paths, parks or plazas should be designed so that adjacent buildings have windows, terraces or other features that provide a visual connection between the building tenants and the open space.
- Public spaces should be designed to be sustainable; well-maintained over time.
- Vacant public spaces that lack amenities such as benches, public art, or landscaping should be avoided (see figure 6).

### Standards:

- 4.7.1** Incentive Housing projects must provide a minimum of 20% of the developable land as open public spaces including such focal points mentioned above.
- 4.7.2** Public open spaces such as parks and plazas must be located in areas with pedestrian traffic or if such spaces are provided in the interior of a lot or along the Still River, pedestrian connections to the sidewalk network must be provided. Meandering pathways are acceptable.
- 4.7.3** Asphalt surfaces are not permitted in public open spaces.



**Preferred:** Storefront open space with gathering space, landscaping, seating and other pedestrian amenities.



**Not Preferred:** Storefront open space that appears vacant, lacking gathering space and pedestrian amenities.

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**Figure 6:** Open space examples

## 4.8 Landscaping

**Purpose:** Landscaping should integrate the proposed development to the site, with consideration for natural topography and existing vegetation.

**Guidelines:**

- Any portion of a developed lot that is not used for the location of buildings, structures, accessory uses, outside storage areas, off-street parking and loading areas, sidewalks or other paved areas, should be landscaped. Standards provided in **Section 5.1 L** apply to the Town Center District.
- Small spaces can also be creatively landscaped, such as with window planters,
- To the maximum extent possible, all significant existing natural, manmade or scenic resources should be preserved, protected, or restored. This includes but is not limited to, stone walls, steep slopes, large boulders or ledge outcroppings, specimen trees or stands of trees, water bodies, wetlands, scenic vistas, ridgelines or other significant geological or unique site features, artwork, water features, or other attractive amenities.



**Figure 8:** Landscaping in public plaza located in areas of pedestrian activity and visible from the interior of adjacent buildings.



**Figure 7:** Landscaping used to create visual interest and integrate building to site

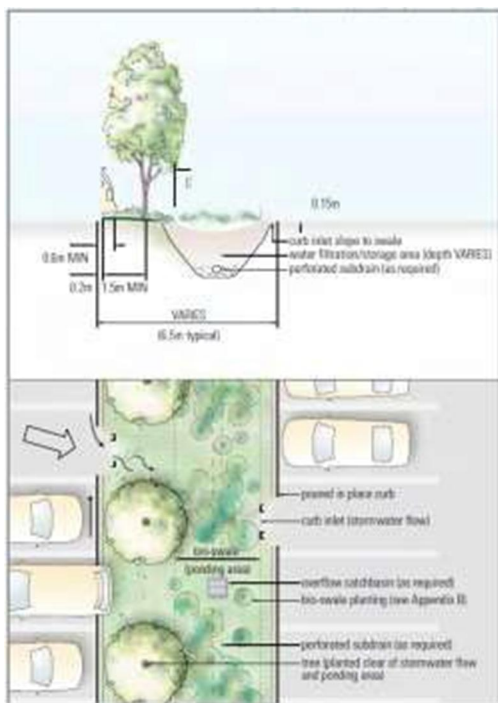
- Landscaping should be sustainable and include a variety of plants including shrubs and trees to create interest, color, fragrance and texture.
- Use of native species for landscaping is encouraged; the use of resource-efficient, landscapes and gardens of drought-resistant plant species indigenous to the region is encouraged.
- Fences may be used to visually reinforce a space, add a decorative element, or provide a screen as required elsewhere in the zoning regulations and may be covered with vegetation.
- A Landscape Maintenance Plan should be employed by the property owner or manager to ensure that landscapes are successfully established and continue to function well over time.
- The plan should include at a minimum: 1) a landscape management/ maintenance schedule which includes instruction for mowing, pruning and trimming, irrigation schedule, and seasonal protection of landscape elements and 2) plan and list of plant species to enable replacement as needed.



## 4.8 Landscaping (cont'd)

### Standards:

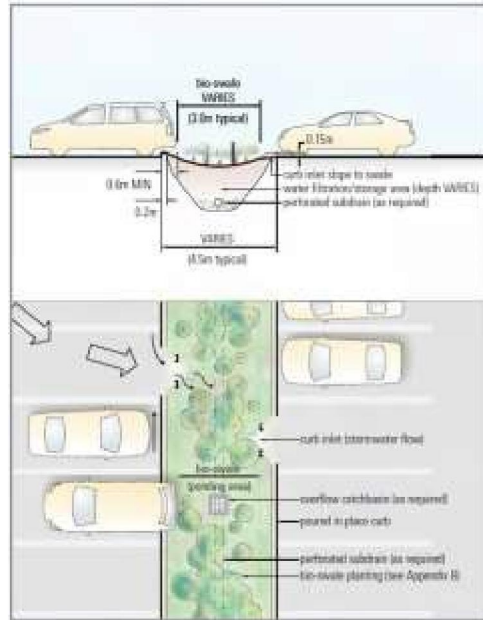
- 4.8.1 Landscaping must be provided around buildings to establish continuity within the site, soften structure harshness, and introduce pedestrian scale at the sidewalk level (see figure 7).
- 4.8.2 Parking lots must contain high-branching canopy trees for shade. Providing shade trees at a minimum ratio of one tree planted for every five parking spaces and distributed such that no parking space is more than 100 feet from a canopy tree.
- 4.8.3 No invasive species may be used.
- 4.8.4 Vegetated areas must be designed to integrate Low Impact Development storm water techniques. For example, parking lot end islands, separation strips and divider islands can be designed as bio-swales to collect and renovate parking lot run-off. Drainage areas and culverts can provide habitat areas when appropriately designed (see figure 9).
- 4.8.5 No plant may be located to create – nor grown to create – a visual hazard for vehicular or pedestrian traffic either within or at the intersection of the site's access with a street.
- 4.8.6 Retaining walls that are visible to the public must be constructed of stone, decorative blocks, stone veneer, or other similar material. Poured concrete and wired gabion are not permitted.
- 4.8.7 Fences must be designed to avoid barriers to pedestrian connections.



Design concept for bio-retention swale with tree planting.



A landscaped median shades and cools parked vehicles and surfaces and provides storm water benefit.



Design concepts for bio-retention swales without trees.



A bio-retention area adjacent to a parking lot drive aisle.

**Figure 9:** Images from Toronto's Design Guidelines for 'Greening' Surface Parking Lots, Toronto City Planning, January 2013.

## 4.9 Lighting

**Purpose:** Lighting should be at a pedestrian scale and designed to provide both safety of travel and ambience complimentary to the overall site design.

**Guidelines:**

- The lighting plan should avoid relative brightness differences with adjacent dissimilar land uses (i.e. brightly lit retail area adjacent to dimly lit residential area).
- Lighting fixture assemblies should coordinate with the architecture it serves.
- Soft, low wattage spotlighting of signs and signature architectural or site features is acceptable.
- Low wattage lighting with close spacing is preferred over high wattage lighting spaced further apart.

**Standards:**

- 4.9.1** Pole mounted fixtures shall must be 12 to 14 feet from grade to the light source and supplied by an underground wire. Height to light source may be increased to 16 feet when the fixture is located at least 60 feet from any property line, building, public space or park.
- 4.9.2** Light fixtures in parking lots must be full cut-off, whereas light fixtures in pedestrian areas may be cut-off fixtures permitting no more than 2.5% uplight.
- 4.9.3** Building lights must not blink, flash or change in intensity.
- 4.9.4** Victorian or other period fixture styles are preferred (contemporary shoebox style light fixtures are undesirable).



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**Figure 10:** Example of storefront light fixture



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**Figure 11:** Example of pedestrian scaled pole mounted light fixture



## 4.10 Streetscape and Outdoor Seating

**Purpose:** The streetscape along the front or sides of a building presents an opportunity for providing a welcoming environment that encourages business patronage. These areas are where the public and private realms merge and where people cross paths or congregate. As such, the streetscape should accommodate all users and offer comfortable, convenient, safe and supportive environment for these interactions.

### Guidelines:

- Street amenities such as accent pavers, pedestrian scale sidewalk lighting, and small garden or landscaped spaces should be provided to further enhance and soften the streetscape environment.
- Benches and/or low walls may be provided to encourage pedestrians to gather providing they do not provide an obstruction to pedestrian traffic.
- Outdoor dining spaces, when provided, should be located along the sidewalk near the street.
- Outdoor dining spaces should include overhead protection from the weather; awnings for this purpose are preferred.

### Standards:

- 4.10.1** Sidewalks are required along at least one side of all roads and drives in accordance with the Section 5.1 E. Refer to the *TCD Sidewalk and Amenity Specifications* for the planned location of sidewalk areas along Federal Road, Station Road, Old Rt 7, Laurel Hill Road, and Whisconier Road. *[amended 2019-July-5]*
- 4.10.2** Decorative trash receptacles must be installed where accumulation of trash is likely to occur.
- 4.10.3** Adequate area illumination must be provided to ensure public safety.
- 4.10.4** Outdoor dining must not be located along vehicle access ways
- 4.10.5** Overhead protection for outdoor dining spaces must not overwhelm the sidewalk travel ways; at least 5 feet of sidewalk width must remain uncovered so the perception remains that the sidewalk is intended for public passage.
- 4.10.6** In the Town Center District, construction or reconstruction on property abutting or within a State or Town road right-of-way shall be in accordance with the *TCD Sidewalk and Amenity Specifications* as determined by the Zoning Commission. *[amended 2019-July-5]*



**Figure 12:** Preferred examples of outdoor dining areas

## 5.0 Architectural Design Guidelines

### 5.1 Building Scale and Massing

**Purpose:** The buildings in the TCD and IHZ are intended to be at a neighborhood scale and of traditional (versus contemporary) architectural style.

**Guidelines:**

- Building design should suggest traditional architectural styles including Colonial, Cape Cod, Bungalow, Victorian, Federal, and Georgian styles.
- The height, footprint, overall dimensions, layout, and character of such structures should not suggest a single big-box with long generic undifferentiated walls. Avoid long, large, unarticulated structures; as they do not add visual interest to the streetscape or surrounding landscapes.
- Blank wall surfaces greater than 50 feet in length should not be visible from streets or other public areas.
- Upper floors above street level may be set back to provide visual interest and to distinguish between street-level commercial uses and upper floor residential uses.
- A building may have more than one front; where the building meets the property line at a public street, the primary front should face the street.

**Standards:**

- 5.1.1** Buildings up to 3 stories are permitted; 2.5 stories are preferred.
- 5.1.2** One story building structures are discouraged.
- 5.1.3** Building structures with a footprint of 5,000 square feet or more must be broken into smaller sections and structures. This may be accomplished via the use of horizontal offsets, bump outs, cross-gable features, and other architectural features and elements (Figure 13).
- 5.1.4** Each building fronting on the street must not exceed 200 feet in length along the street.
- 5.1.5** Residential balconies must be located in the setback area of an upper floor and may not protrude from the building façade out over the sidewalk or frontage area.



**Figure 13:** Building Design

## 5.2 Facade Design

**Purpose:** Facades should be traditional but demonstrate some variety and complexity. This means that facades should be of traditional materials, but also incorporate elements such as shutters, dormers, gables and cupolas when suited to the overall architecture and building functions.

**Guidelines:**

- Buildings at the property line and along the public street should be arranged so that they have a façade along that public way.
- All building facades that are visible from a public street should be attractively designed with windows and other architectural elements (such as window sashes, cornices, transoms).
- All building facades should be complementary in design and materials.
- Entry doors should be provided for all storefronts/businesses.
- Upper story windows should not be larger than street level windows;
- Upper story windows should be residentially scaled (see figure 14).
- Windows should be recessed at least one inch from the plane of the wall.

**Standards:**

- 5.2.1** Building facades that are greater than 40 feet in length along a public road must be broken up, such as with porches, column lines, cornices and bays, changes in roof-lines, staggered front setbacks and other techniques.
- 5.2.2** Street level facades of mixed use buildings must differ from upper story facades to convey a retail / commercial feel with upper story facades having a residential feel (see figure 14).
- 5.2.3** For facades facing a public road, display windows must cover at least 50% of the street level façade (see figure 14).
- 5.2.4** Street level window glazing should be of clear vision glass. Stenciling that does not significantly obstruct vision may be acceptable.



**Figure 14:** Façade Design



**Figure 15:** Examples of Preferred Façade Design

### 5.3 Building and Garage Entrances

**Purpose:** The building frontage at the street is intended to be integrated into the pedestrian environment. The design should provide a visually appealing approach to the entrance.

**Guidelines:**

- Retail entrances should be located fronting the main thoroughfare or oriented to a plaza or other public space that is between two building sides.
- The building's primary entrance should be onto the street.
- Secondary entrance / exits may be located facing a rear or side parking area, but retail entrances should never solely be located at the rear.
- Public entries for commercial and retail uses are defined by a large scale and window glazing. Private entries for residential uses are smaller in scale, according to their use.

**Standards:**

- 5.3.1** The main building entrance must be clearly visible and identifiable from the primary vantage points or public right-of-way.
- 5.3.2** Entrances must be accentuated with strong definition and legibility for individual tenants.
- 5.3.3** There must be at least one walkway directly from the street to the major functional entry of any building or use oriented along the public street.
- 5.3.4** Garage entrances must not front on a public street.



## 5.4 Building Exteriors

**Purpose:** Exterior building materials should suggest traditional architectural styles.

**Guidelines:**

- Traditional materials are preferred for building exteriors.
- Colors should be non-reflective and selected using Colonial or Victorian historic color palettes.

**Standards:**

- 5.4.1** Exterior siding style must resemble traditional New England styles, such as clapboards, shakes, brick and stone.
- 5.4.2** Exterior building materials must be high quality materials.
- 5.4.3** Long term maintenance and durability shall be a consideration in the selection of building materials.
- 5.4.4** Vinyl siding and Stucco type Exterior Insulation Finishing Systems (EIFS) are not permitted.

## 5.5. Roof Design

**Purpose:** Roof design should suggest traditional architectural styles.

**Guidelines:**

- Roofs should be front gabled, side gabled, gambrel, mansard or hip; Flat roofs or contemporary shed pitch roofs are not desirable.
- If a green roof is proposed, the Commission may consider approving a flat roof though portions of the roof should be designed to harmonize to the extent feasible with other pitched roof structures in the immediate vicinity.
- Variations in roof lines, pitch and orientation should be used to add visual interest, complement the character of the Town, and to break up building bulk and massing.
- Dormer windows, gables or other architectural treatments should be used to break up the face of roofs that are steeply pitched or expansive.

**Standards:**

- 5.5.1** If visible equipment such as HVAC units are located on the roof, they should be attractively screened from public view or hidden within the structure of the roof.



**Figure 16:** Examples of preferred roof design

## 5.6 Exterior Signs

**Purpose:** Signs and awnings along public streets in the TCD and IHZ should be varied to create visual interest. At the same time, signs and awnings should help to maintain a sense of street-level, pedestrian activity and cohesiveness.

### **Guidelines:**

#### Size:

- Overall, the size of such signs should be proportionate to the façade of the business they serve, mounted no higher than the uppermost elevation of the first story of the building and should not overwhelm the sidewalk travel ways.

#### Materials and Style:

- Signs composed of traditional materials such as painted or engraved wood are preferred.
- Wall signs, projecting signs of appropriate scale, and awning signs are all desirable;
- Sandwich board signs are acceptable as long as they are removed when the business is closed.
- Signs with a highly stylized and corporate/franchise look are not desirable.
- Plastic, steel, and extruded (3-dimensional letters) signs are not desirable.
- Signs should be compatible with the style, materials, color, composition and details of the building.

#### Location:

- Wall signs should be located within the frieze of the cornice, on a covered transom or other flat and unadorned surface that is suitable for sign location.
- Where there are multiple storefronts in one building, wall signs should be coordinated in terms of size, placement, color and overall design. However, some variation is encouraged to avoid a monotonous look.
- Hanging signs should hang perpendicular to the façade wall and visible hardware should complement signage and be similar in style.
- Roadside signs of appropriate proportion may be acceptable if located outside of “street-side” areas or where sidewalks are allowed (see Zoning Regulation **Section 6.2**).

*[amended 2019-July-5]*

### **Standards:**

- 5.6.1** The total area of all building signs, including any lettering or logos on awnings and any lettering or logos on windows, must not exceed the area defined in **Section 6.2**. That is, total square footage of building signs is limited to the amount of “linear building frontage” facing the street, main access drive or interior courtyard/pedestrian mall. For example, for 100 linear feet of building frontage, 100 square feet of building signage is permitted. *[amended 2019-July-5]*
- 5.6.2** Signs must not obstruct architectural elements such as cornices, arches, windows, etc.
- 5.6.3** Sign lighting must not be internal; lighting must be indirect and non-glaring and comply with **Section 6.2** of the Zoning Regulations. *[amended 2019-July-5]*
- 5.6.4** Roof-mounted signs are not permitted.
- 5.6.5** Lettering or logos painted onto windows must not cover more than 25% of the glass area and should not block views.
- 5.6.6** Where roadside signs are permitted, signs must be no more than 10.5 feet in height and proportional to the building to which the sign refers.



**Preferred:** Engraved and/or painted wood sign

**Not Preferred:** Steel and plastic sign

**Figure 17:** Sign examples



**Figure 18:** Perpendicular hanging sign and store lettering on window glass



**Figure 19:** Example of roadside sign



## 5.7 Awnings

**Purpose:** Awnings are allowed as a means of adding visual interest to the streetscape and to provide protection from the elements.

**Guidelines:**

- Awnings should fit the shape of the window or opening that it is affixed to.
- Fabric awnings are preferred; metal, plastic and vinyl awnings should be avoided.
- Awning colors should be coordinated with building colors and among other tenants in the same building. Subtle patterns such as striping are appropriate.

**Standards:**

- 5.7.1** A single awning spanning the length of single long building wall (e.g. one, 100 to 200 foot awning) must be avoided.
- 5.7.2** Awnings must not hide the façade's primary architectural details.
- 5.7.3** All window awnings on a single building must be of similar style, using the same type of materials and have the same valance style.
- 5.7.4** Lettering and logos are permitted on the valance or side of awnings: Lettering and logos on the valance must not cover more than 60% of the area of the valance; Lettering and logos on the side must cover no more than 40% of the area of the side.
- 5.7.5** Internally illuminated awnings must be avoided, unless the lighting is intended to and designed to illuminate a sidewalk directly under the awning.



**Figure 20:** Example of fabric storefront awning with lettering on valance

## 5.8 Climate Adaptation, Solar Access, and Energy Efficient Design

**Purpose:** Promote the construction of new buildings and additions or renovations to existing buildings in a manner that takes advantage of solar gain and shading to minimize building energy use. Promote the development of sites using materials and methods that minimize impacts of impervious surfaces to increased storm water run-off.

**Guidelines:**

- Without adversely affecting the reasonable solar gain of any neighboring property, new plantings should concentrate evergreen trees and hedges on the north side of a structure to protect from wind without interfering with passive solar gain; deciduous, on the south side for seasonal sun control.
- Orient the building consistent with energy conservation principles as feasible.
- Wherever possible, new technologies that reduce energy usage or storm water run-off are encouraged including solar panels, green roofs and permeable surfaces for parking lots.
- Energy efficient building standards are encouraged in the construction of buildings.

## 6.0 Additional Standards for Building Additions

**Purpose:** Locally important historic commercial/residential buildings are considered part of the fabric of the Town Center District and the Central Core sub-zone of the Incentive Housing Overlay zone. To promote appropriate scale and proportions when expanding an existing building, particularly those listed in Section 4.2 Relationship to Historic Structures, additions and renovations to existing buildings and sites should be done in consideration of the following design guidelines.

**Guidelines:**

- Place an addition to the side or rear of the original building.
- Use wall plane or roof ridge offsets to distinguish an addition from the original building.
- Position the taller portion of a structure away from neighboring buildings of lower scale or other sensitive edges.
- Step down the height of a building towards lower-scaled neighbors and historic properties.
- Vary the height of a larger building to help it fit in with traditional smaller-scale development.

## 7.0 Glossary/Definition of Terms

**Architectural style:** The exterior design of a structure as it expresses a particular time, society or individual.

**Awning** – A roof like structure, generally of fabric or canvas, over windows or doors.

**Bay** – A regularly repeated unit on a building elevation defined by columns, pilasters, or other vertical elements, or defined by a given number of windows or openings.

**Blank Wall** – An exterior building wall with no openings and generally constructed of a single material, uniform texture, and on a single plane.

**Buffer** - A suitable landscaped open space unoccupied except by vegetative growth, and left in a natural state with the land surface protected with suitable ground cover.

**Character** - Special characteristics of a structure or area that set it apart from its surroundings and contribute to its individuality.

**Column** – A vertical pillar or shaft, usually structural.

**Cornice** – The top part of an entablature, usually molded and projecting.

**Cultural/historical resources:** Buildings, places, and amenities that transmit the beliefs, social forms, and material traits of the town to successive generations.

**Elevation** – An exterior façade of a structure, or its head-on view, or representation drawn with no vanishing point, and used primarily for construction and design.

**Façade** – The principal exterior face of a building, usually the front.

**Form** - Shape and structure of a building as distinguished from its materials.

**Gable** – The part of the end wall of a building between the eaves and a pitched or gambrel roof.

**Green Roof** – A vegetated roof system that stores some rainwater in a lightweight engineered soil medium, or other manner such that the water is taken up by plants and transpired into the air.

**Massing** – The three dimensional bulk of a structure: height, width, and depth.

**Orientation** – Spacing, site coverage and set back from side and rear property lines.

**Pedestrian Scale/Human Scale** – Pedestrian or Human Scale is the use of elements which can be experienced or used by a passing pedestrian at street level such as: front porches, awnings, bay windows, attractive trash receptacles, benches, bicycle racks, decorative sidewalks, drinking fountains, kiosks, neighborhood directories, signage, landscaping, lighting, outdoor fountains, plazas, and public art.

**Pedestrian Way** – A way intended for use by the general public for the movement of pedestrians. Pedestrian Ways include sidewalks and pass-through walkways.

**Pitch** – The angle of slope of a roof or berm.

**Proportion** – The relationship or ratio between two dimensions, e.g. width of street to height of building wall, or width to height.

**Public Open Space** – An area of land such as a square, green, Neighborhood Park, pocket park, and linear pedestrian park which is located and designed for public access by pedestrians and/or bicyclists for passive or active recreation.

**Scale** – The size or bulk of a building as it relates to neighboring structures and the topography of the street.

**Sidewalk** – A Pedestrian way that is located adjacent to and incorporated within the design of a street.

**Street Furniture** – Functional elements of the streetscape, including but not limited to benches, trash receptacles, planters, telephone booths, kiosks, sign posts, street lights, bollards, and removable enclosures.

**Streetscape** – The visual and functional character of an entire street including: buildings, paving material, plantings and street amenities such as lamps and benches. Also, the environment created for human activity and interaction.