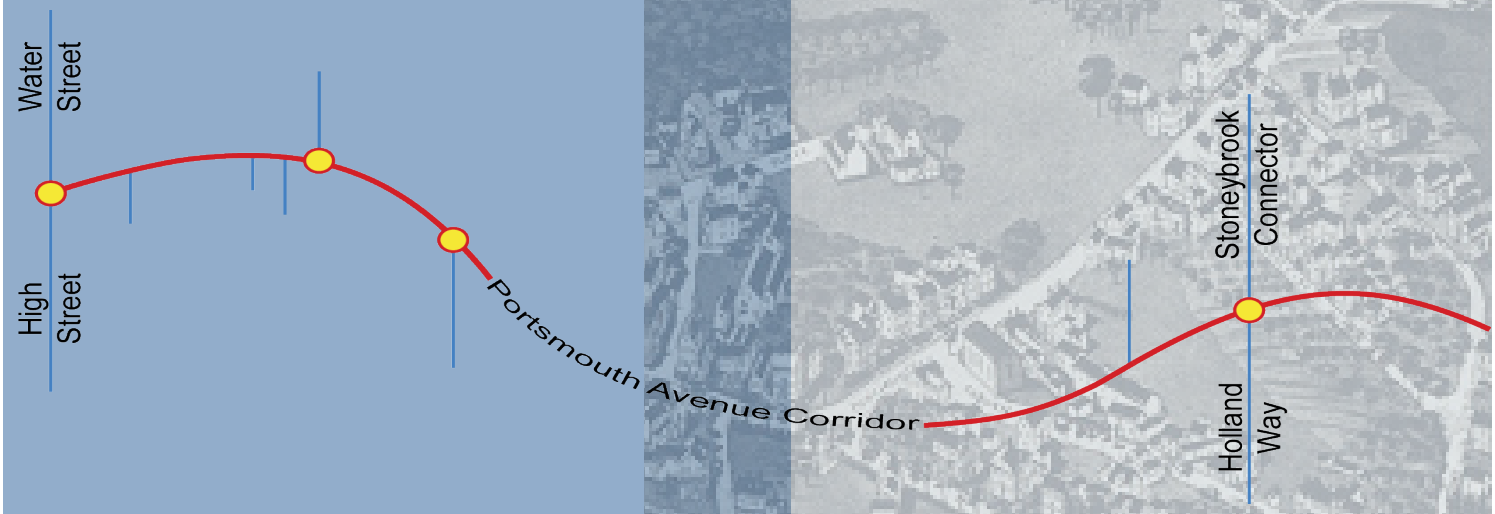
Portsmouth Avenue Flexible Zoning Guidelines

Town of
Exeter,
New Hampshire

January 8, 2015



Prepared By:

Ironwood design group, LLC

Ironwood design group
55 Main Street Suite 129, Newmarket, New Hampshire
603.772.0590 | www.FeWood.com

Portsmouth Avenue Flexible Zoning Guidelines, Point System and Evaluation Score Sheet

Introduction

The purpose of the Portsmouth Avenue Flexible Zoning Guidelines, Point System and Evaluation Score Sheet is to allow an alternative permitting process that results in a more efficient and effective design review process, to inspire more flexibility in site, building, landscape, and lighting design, and to create incentives for improvements within the Overlay District boundaries.

District Boundaries

The Portsmouth Avenue Flexible Zoning Overlay District includes all properties within the C1 and C2 districts from the intersection of High Street and Portsmouth Avenue north along Portsmouth Avenue to the Exeter Town Line.

Authority and Applicability

Under the enabling authority granted by NH RSA 674:21, the Planning Board may grant a Conditional Use Permit (CUP) to an applicant who wishes to build outside of the required limitations set forth in Zoning Ordinance Article 4.4 Schedule III Density and Dimensional Regulations, specifically the maximum height and minimum yard setbacks.

Note: all other regulatory requirements apply

A prerequisite to the approval process is understanding and reviewing these guidelines and then completing the score sheet within the context of the proposed development. An appropriate score is a strong predictor to the outcome of the Planning Board process (but does not *guarantee* a project's approval. The Planning Board will reserve its authority to use its judgment to either allow or disallow projects that do not strictly meet the numeric guidelines.) The Board may also require further improvements to a proposal that meets the number requirement but does not meet the spirit of the guidelines.

The score sheet lays out an array of optional components—more than are needed to gain approval of the project. In this way it invites trade-offs and creative substitutions that allow a developer to adapt the guidelines to particular site circumstances while still promoting design that benefits the character of Exeter and protects the value of existing properties.

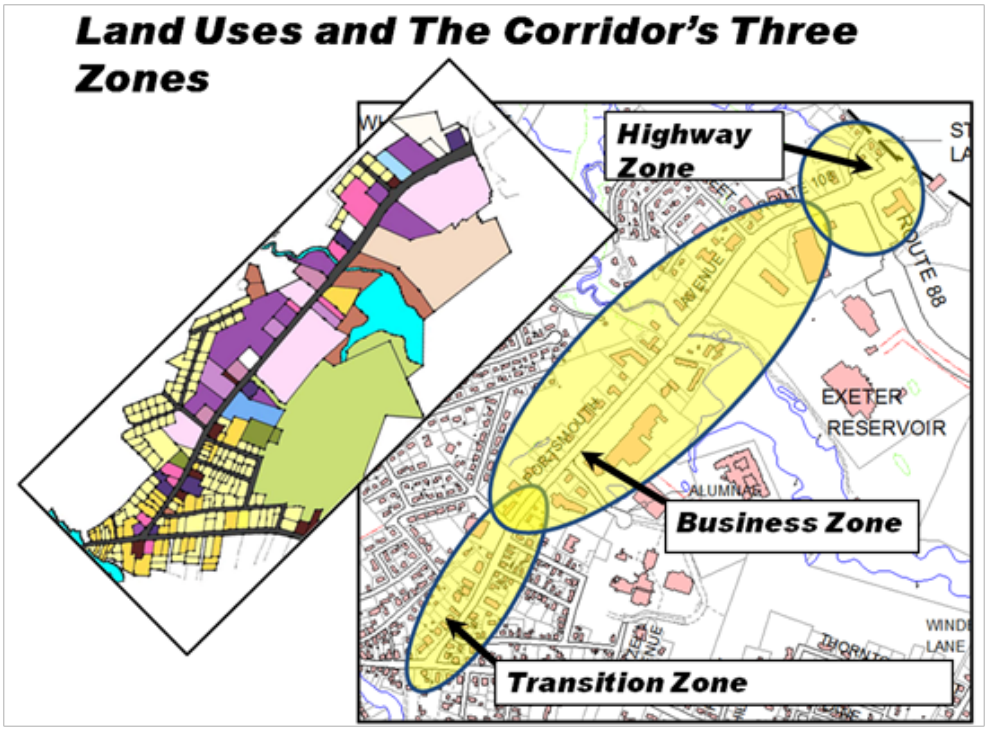
To understand what Exeter-friendly development is, it is important to recognize what is meaningful to the community, what is unique to Exeter and what establishes the community's sense of place. Prima facie values indicate that Exeter: is an iconic New England Town with a strong link to its role in the Revolutionary War; has a valued tradition of political participation by an educated citizenry; has a vital interest in cultural events with much-loved public celebratory spaces and walkable destinations for people of all ages; and has striking models for buildings that reflect an historic past closely linked to its Seacoast heritage. These design guidelines are intended to enhance these characteristics and bring strong economic, social, and cultural assets to the overlay district.

Collaboration

In the interest of expanding the potential of the district, these guidelines encourage collaboration. Collaboration can take shape in a number of ways: working with a neighboring business to share a service entrance or parking spaces; or meeting with the Exeter Department of Public Works for customized street tree design and sidewalks, and/or integrative stormwater management. We encourage forward thinking and new ideas about collaborative opportunities.

Land Use and the Overlay District's Three Zones

The default reality is three approximate zones. The goal of these guidelines is to create an overreaching Exeter neighborhood for the area while acknowledging some initially entrenched zonal differences.



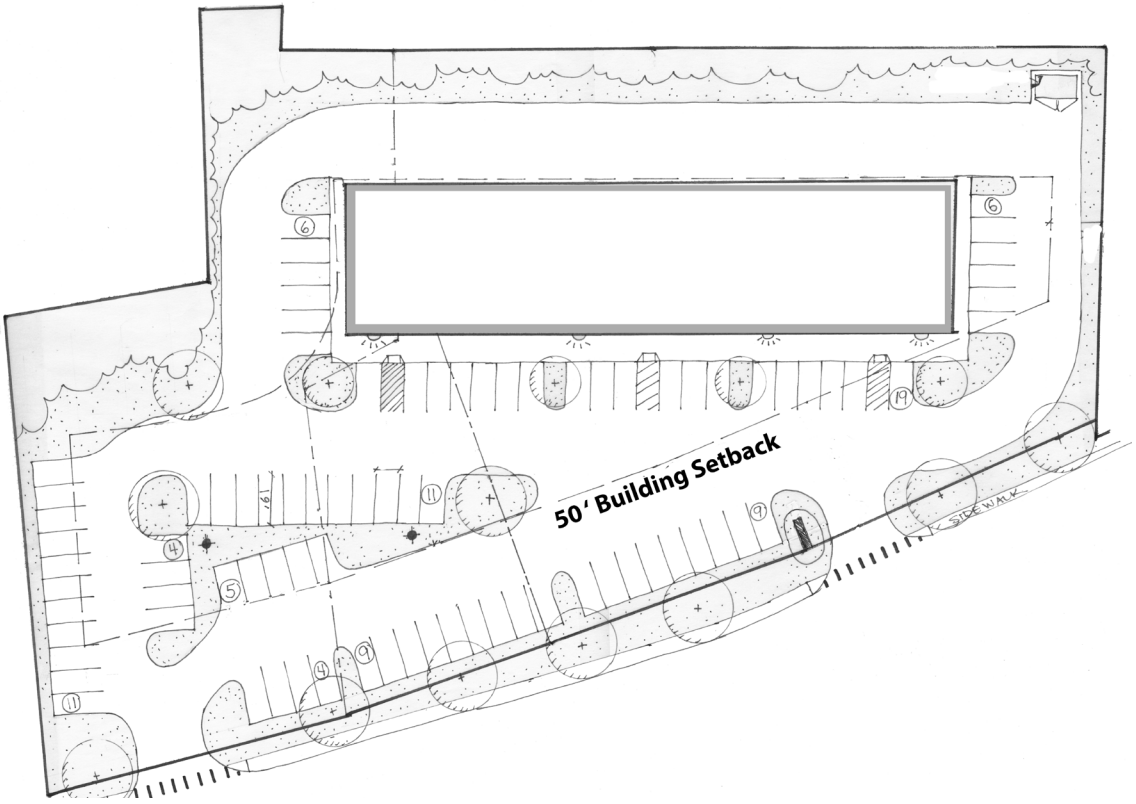
The Highway Zone **-** Many visitors first experience Exeter here in this commercial locus that is currently highly dependent on the automobile. These guidelines encourage an alternative scenario from a strip mall. The highway zone with large lot sizes and easy access to Route 101 can still effectively serve the commercial demands, but can also bring a more appealing mix of building scales with closer connections to the street. Enhancements such as street trees will help "green" this zone. Parallel shopping streets that access businesses from the back and side streets may be appropriate. The southern end- from Allen Street to Waterworks Pond Road -is ideal for locating a gateway to the Town.

The Business Zone **-** Incremental changes following these guidelines can transform the area while building successful businesses. One such step: cut back the scale of a commercial complex that prevails at the expense of the overall street experience. Anchoring a single building with smaller satellite buildings/spaces may be a strong design solution. Innovative and /or historic styles for even the most conventional chain stores may be effective. Examples throughout the Northeast demonstrate the appealing results brought by sensitive architectural exploration.

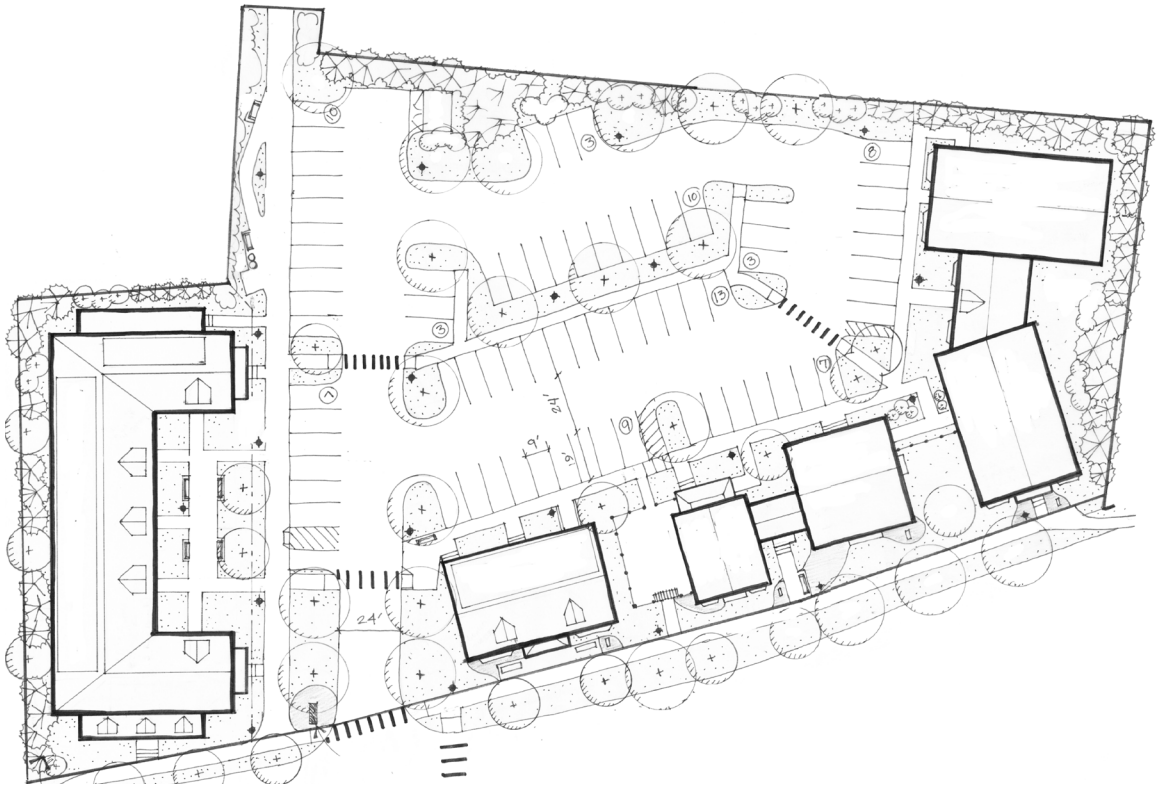
Transition Zone **-** In proximity to the Historic Downtown, buildings here might err on the smaller side to complement historic structures. Smaller buildings for residential use may be set back slightly with respect to the road to gain some buffering from the busy avenue. More intensely planted front and side yards are recommended for greater livability. A greater focus on aesthetic options generally is needed.

*T*he graphic sketches below illustrate two development scenarios on an existing lot in the Overlay District. The case study allowed by the Flexible Zoning Guidelines demonstrates a considerable gain in building square footage with additional benefits of shared parking, lessened impervious surface, greater green spaces, and many public outdoor amenities.

Case Study: Conceptual site plan reflective of current Town regulations

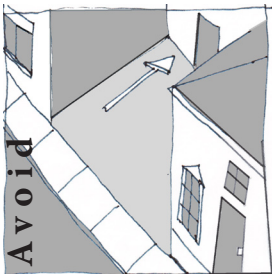


Case Study: Conceptual site plan reflective of Flexible Zoning Guidelines



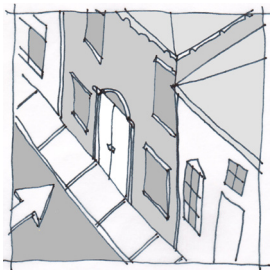
1.0 SITE AND STREETSCAPE DESIGN: Refers to the arrangements of the building and features on the lot and how they relate to the street. The main frontage of the building should face the street to forge a "friendly connection" with the street. It is important to minimize pedestrian and bicycle conflicts with vehicles, particularly at primary routes.

1.1 Building Placement: The placement of the building on the site is a key component to a comprehensive, well-designed project. The setback of the main building should relate visually to properties to the side and have a strong positive relation to the street.



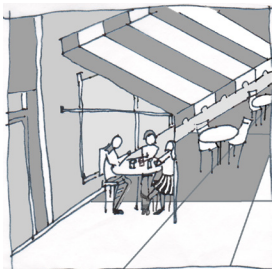
- ☐ **Most desired:** The setback of the main building is within 5' +/- to the property line
- ☐ **Least preferred:** An uneven setback which interrupts the rhythm of the street

1.2 Primary Entry On Street: In a well-designed entry there is a seamless transition between the public sidewalk and the entry to the building. Private entrances to upper floors for offices or residences are treated in a more refined fashion than the front entrance to a retail store.

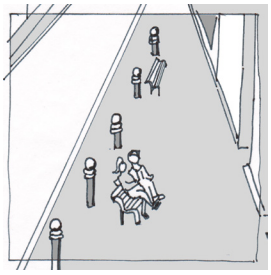


- ☐ **Most desired:** Primary entry faces the street to forge a positive connection with the street
- ☐ **Least preferred:** No entry is presented and the building is "blind" to the street

1.3 Sidewalks within the Town Right of Way (ROW) shall be constructed per Town standards. Where collaborative opportunities with the Town DPW exist within the ROW or where private construction by the developer/property owner occurs, the following guidelines apply.



a. Width: Additional width provided for use as outdoor seating areas or gathering spaces, etc is encouraged.

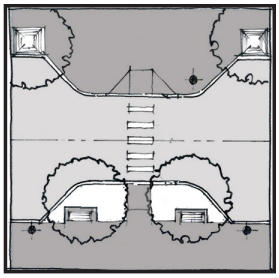


- ☐ **Most desired:** width of sidewalk more than 7 feet wide: accommodates street furniture, sitting areas, outdoor cafés, or multi-modal transportation connections
- ☐ **Also preferred:** width of sidewalk 5 ½ feet to 7 feet wide; can accommodate street furniture and other features

b. Separation: A separation is provided between the sidewalk and the roadway; with a planting strip, e.g. raised planter beds or aesthetically pleasing bollards, etc. Street tree planting strips should avoid/accommodate overhead and underground utilities.

- ☐ **Most desired:** Clear attractive separation
- ☐ **Least preferred:** No separation

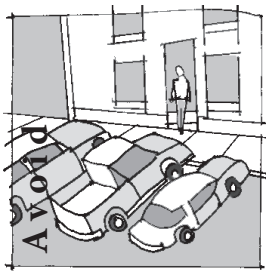
c. Safety: Where a sidewalk crosses a municipal or major internal road, bump-outs should be used to reduce the length of pedestrian crossing, improve pedestrian safety, provide additional landscaping and act as a traffic calming measure.



- ☐ **Most desired:** Amply sized bump-outs
- ☐ **Most desired:** Direct access route with little or no pedestrian crossing.
- ☐ **Least preferred:** Conflict points between trucks and pedestrians.

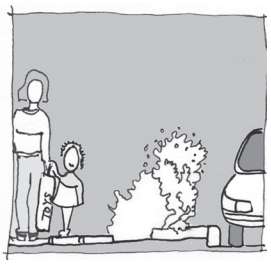
d. Materials: Construction shall be compatible with Town standards.

- ☐ **Most desired:** Unit pavers (brick, stone): The most visually important sidewalks and adjacent seating areas should be constructed with an appropriate unit paver. Selections should maintain universal accessibility.
- ☐ **Next desired:** Concrete paver, porous bituminous concrete, and porous concrete
- ☐ **Neutral:** Cast-in-place **c**oncrete (Town standards)
- ☐ **Least preferred:** Asphalt.

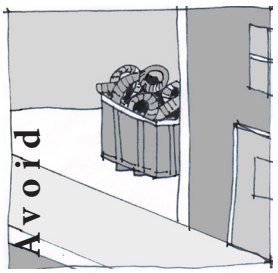


e. Curbing: Enhances the effectiveness of sidewalks in providing separation from the street for pedestrian safety and comfort

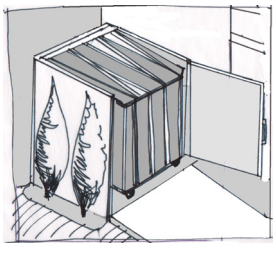
- ☐ **Most desired:** Granite vertical curbing
- ☐ **Next desired:** Sloped granite curbing
- ☐ **Least preferred:** Bituminous curbing (Aka cape cod curbing)



1.4 Parking Arrangement: Even in highly urbanized areas a buffer between parking and the street is needed. Parking design and vehicular circulation must work together to promote safe access for the pedestrian to and from parking. Special care should be taken in the placement of accessible spaces. And, parked cars should be at best a secondary presence and not offer the first impression of a site or business. (Auto displays are acceptable.) Points will be allocated proportionately for parking designs with multiple locations such as both front and side parking.



- ☐ **Most desired:** Parking lot behind building. (Appropriate signage and entry design can make parking in the back a viable option for customers as well as for residents, and deliveries)
- ☐ **Next desired:** Parking lot in side yard
- ☐ **Least preferred:** Parking lots in front of building, unsafe placement of accessible spaces; and/or unsafe pedestrian crossing



1.5 Service Needs: Thoughtfully designed site plans will include proper siting of service areas such as: loading zones, deliveries, and waste collection to minimize visual clutter and functional conflicts for vehicular and pedestrian circulation.

a. **Screening:** Service areas are screened from travel routes and abutting properties to the greatest extent possible. Attractive screening options include evergreen landscaping, fencing and architectural additions.

☐ **Most desired:** Stockpiled items and waste receptacles are kept interior to the structure, in a shed or other accessory building.

☐ **Neutral:** Loading zones and delivery areas are screened from the street view.

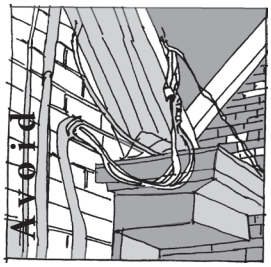
☐ **Least preferred:** Service concerns visible from street, neighboring lot(s), entrances, etc.

b. Access: Access to service areas is as direct a route as possible, limiting truck maneuvering within parking areas. Truck delivery routes minimize crossing pedestrian routes.

☐ **Most desired:** Direct access route with little or no pedestrian crossing.

☐ **Least preferred:** Conflict points between trucks and pedestrians.

c. Noise: The location and detailed installation of utilities such as generators should dampen any escaping noise. Noise from the use/emptying of dumpsters and other waste containers is reduced with devices such as rubber gaskets to dampen noise from lids slamming.



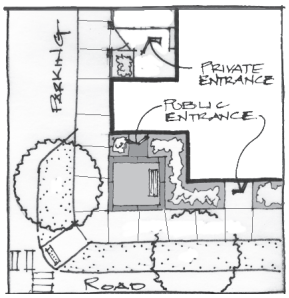
☐ **Most desired:** Noise controlled

☐ **Least preferred:** No noise controls

d. Private Utility locations and visibility: Electrical, cable and phone lines with ancillary transformers, pull boxes, meters etc. need to be located with minimal visibility. Utilities on site shall be installed underground. The location of all visible elements must be reviewed with Town Staff and utility company.

☐ **Most desired:** No visual impact

☐ **Least preferred:** Little care evidenced in placement



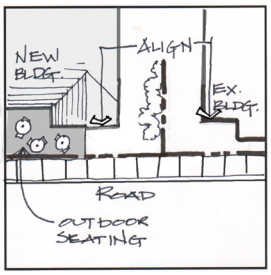
e. Storage of Product: Industrial product must be screened or displayed in the back of the property.

☐ **Most desired:** Meets these conditions

☐ **Least preferred:** No screening

1.6 Public Use Features are included to support a vibrant and attractive streetscape.

a. Site Amenities such as benches, seating areas, bike racks, bus shelters, trash and recycling receptacles, clocks, etc. support desired uses. Site amenities should be located for optimal use and be complimentary to one another in color and style



☐ **Most desired:** Provided with thoughtful location for maximum use

☐ **Least preferred:** Not provided

b. Public Use Greenspaces for placement of public-use features such as play areas, picnic tables, seating, etc. (250 SF minimum)

☐ **Most desired:** Provided

c. **Pedestrian Access** should be limited to clearly defined and design elements of these walkways thoughtfully sited to limit cut-through pedestrian access.

- ☐ **Most desired:** Clearly defined walkway
- ☐ **Least preferred:** No walkway

d. **Plazas** (even in a smaller scale) incorporate gathering spaces, sitting, outdoor cafés, etc**.**

- ☐ **Most desired:** Elements that allow for programmed use of exterior spaces

e. **Connecting Walkways/Multi-modal Paths** to adjacent properties for public/ private linkages

- ☐ **Most desired:** Walkways/Multi-modal paths to encourage extensive bicycle/ pedestrian use

1.7 Fences, Walls and Hedge Plantings: appropriate design contributes to more intensive and successful use of the district.

a. **Fence or wall type** is appropriate given the nature of the use behind the fence. The "transparency" of a fence or wall should be determined by the privacy of the use behind it. Fences should be appropriate for the security needed.

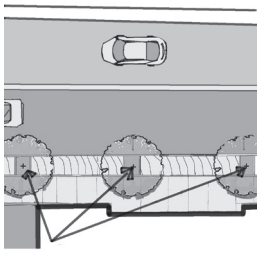
- ☐ **Most desired:** Ornamental metal fencing, decorative wood fencing, or masonry construction
- ☐ **Neutral:** Stockade fences, concrete walls
- ☐ **Least Preferred:** Chain link fences

b. **Fence/Wall** is two sided or with best side facing the abutter.

- ☐ **Most desired:** Good neighbor fence: attractive on both sides
- ☐ **Least preferred:** Attractive on owner's side only

c. **Hedge Plantings** may be used in combination with fences or walls or stand alone.

- ☐ **Most desired:** Appropriate plant material of durable species, drought and salt tolerant with easy maintenance requirements
- ☐ **Least preferred:** Does not meet above requirements



1.8 Front Landscape: The areas of the site that abut public streets should be treated as opportunities to enhance the property and the streetscape and provide welcoming features to the public.

a. **Street Trees** offer climatic comfort, habitat, ornamentation, traffic calming and place making. Street trees should be placed in the planting strip between the sidewalk and the street. Where overhead utility lines might interfere, trees may be located on the other side of the sidewalk adjacent to the buildings.

- ☐ **Most desired:** Spaced at a minimal of every 50' along the street and are at least 3.5" in caliper
- ☐ **Neutral:** Provided at a lessor density and at a 3" caliper
- ☐ **Least Preferred:** None provided

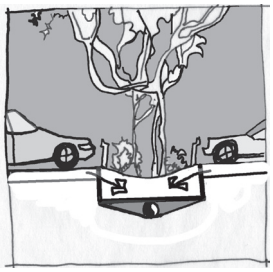
b. **Foundation and Site Plantings** allow for ultimate growth and maturity; relate to adjacent planting materials; are hardy with salt and drought tolerance; long lived

species; and, suitable for the given growing conditions. The planting plan forms a cohesive and sensible massing from the perspective of the street.

- ☐ **Most desired:** The planting plan follows the above recommendations and in addition uses mostly native plants that are disease and pest resistant, drought tolerant, and generously sized. A watering and maintenance plan is provided
- ☐ **Neutral:** Basic planting plan follows most of the above recommendations
- ☐ **Least preferred:** Minimal planting plan with little regard to neighboring lots. No maintenance or watering plan

c. Hardscape and Architectural Considerations other than sidewalks are included in the front yard such as porch, deck, paved patio, masonry landscape wall, etc. that complement the style of the building with matching materials, for example, and enhance the vitality of the streetscape. Minimalist styles are acceptable if done with completeness.

- ☐ **Most desired:** Complete design approach apparent with inclusions of richness
- ☐ **Least preferred:** Little richness



1.9 Stormwater Design: Integrated stormwater management, in particular that done in collaboration with engineers , landscape architects, and the Exeter DPW is extremely desirable. The Town wishes to significantly reduce stormwater runoff and pollutant loads. Below is a list adopted from NH Stormwater BMPs to evaluate the options and appropriateness of capturing and treating stormwater runoff. (*See* **RESOURCES**).

a. Green Infrastructure System. A multi-pronged approach that addresses both volume and water quality beyond the minimums set by the Town using a Pretreatment practice followed with a Treatment Practice. (A Pre-treatment practice settles out sediments, slows runoff velocities and in some cases provides additional pollution control. Pre-treatment practices include: Sediment Fore-bays, Vegetated Filter Strips, Pre-treatment Swales and Flow-Through Devices.) Following pre-treatment, any of a number of further Best Management Practices discussed below should be applied appropriately.

- ☐ **Most desired:** Green infrastructure system improves water quality for nearly all of the stormwater volume.

b. Treatment Practices

1. Stormwater Pond or Wetland (such as Micro-pool Detention Pond, Pocket Pond, Gravel Wetland)
2. Infiltration Practice (Infiltration Trench with Drip Edge, Infiltration Basin, Underground Infiltration Basin, Dry Well or Leaching Basin)
3. Filtering Practice (Bioretention System [such as a Rain Garden or Tree Box Filter that includes vegetation-preferred], Surface or Underground Sand Filter, Permeable Pavement)
4. Treatment Swale (A treatment swale- versus conventional grass channel and/or ditch which simply conveys stormwater- promotes sedimentation and provides some infiltration, vegetative filtration and vegetative uptake)

5. Vegetated Buffer (Residential or Small Pervious Area Buffer, Developed Area Buffer, Roadway Buffer, Ditch Turn-out Buffer)

☐ **Most desired:** Treatment for nearly all of the stormwater volume.

☐ **Neutral:** Treatment for good portion of stormwater volume

☐ **Least preferred:** No components or only minimal treatment practice beyond the Town minimum requirements.

1.10 **Lighting:** Outdoor lighting is designed to ensure safety and functionality while conserving energy and limiting the visibility of the lighting off the property. Lighting is Dark Sky Compliant and meets the standards of the Design Lights Consortium (*See* **RESOURCES**).

a. **Fixture style**

☐ **Most desired:** Lighting fixtures are architecturally high quality and may have accessories such as flags/banners

☐ **Neutral:** Lighting option is basic in shape and form

☐ **Least preferred:** Shoe box style fixture

b. **Cohesive Lighting Design:** Building light fixtures and bulbs form a unified lighting design together with any parking lot, walkway, or other site lighting in color and style

☐ **Most desired:** Meets above standards

☐ **Least preferred:** Does not meet the standards

(Site and Streetscape Bonus Points Section Follows)

Bonus Points Section

AA. **Additional Street Trees beyond the minimums required:** Trees contribute to the "greening" of the Overlay District. A watering plan for the first two years is provided.

☐ **Most desired:** A greater planting density using appropriate species selection.

BB. **Horticultural advancements** For an urban tree to truly benefit a community it must reach a significant size. For this to occur, consider enhanced planting techniques. A watering plan for the first two years is provided.

☐ **Most desired:** Trees use technological advances such as Silva Cells or Structural Soil™ for greater likelihood of success. A watering plan for the first two years is provided.

CC. **Larger Street Trees** at planting time beyond the minimums required create an immediate effect. A watering plan for the first two years is provided.

☐ **Most desired:** Tree size increased to 4"-caliper

DD. **Rainwater Collection and Reuse System:** A rainwater harvesting system has three components: the supply (rainfall), the demand (landscape water requirement) and the system that moves water to the plants or back to earth for groundwater recharge. Water harvesting systems may range from the simple to the complex. A catchment area is any area from which water may be harvested, e.g a roof. Storage of water may be above ground with a screened water tank or rain barrel(s) or below ground in an underground storage tank.

☐ **Most desired:** A rainwater collection system including such elements as gutters, above or below ground storage tank(s)/rain barrel(s) and a distribution method such as pipes or swales

EE. **Shared Parking Arrangement:** Shared parking between adjacent properties can be a highly effective method of increasing parking capacity without usurping limited space.

☐ **Most desired:** Efforts achieved with written legal agreements.

☐ **Next desired:** Good faith efforts made with potential for future agreements.

FF. **Electric Vehicle Charging Station:** Staying ahead of future infrastructure needs will benefit Exeter.

☐ **Most desired:** Installed

GG. **Collaboration to Address and Realize Town Projects:** Many opportunities exist for furthering private goals in concert with municipal goals

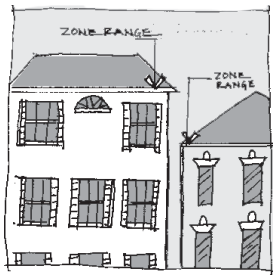
☐ **Most desired:** Efforts achieved and documented with Town

HH. **Collaboration on Landscape with Abutters:** Joint projects will bring greater benefits to the overall streetscape

☐ **Most desired:** Efforts achieved as indicated on plans

2.0 **BUILDING FORM:** Addresses the size and shape of your structure and so contributes to the overall street character. These guidelines also apply to accessory structures such as sheds, barns, and other supporting buildings.

2.1 **Building Height:** The height of buildings along a street sets the scale or overall impression of a neighborhood. Building height is not inclusive of roof.



a. Transition Zone: 20-35'

- ☐ **Most desired:** Within range
- ☐ **Neutral:** Within 10% of range
- ☐ **Least preferred:** More than 10% outside of range

b. Business and Highway Zones: 20-50'

- ☐ **Most desired:** Within range
- ☐ **Neutral:** Within 10% of range
- ☐ **Least preferred:** More than 10% outside of range

2.2 **Primary Façade:** The form and design of the primary façade plays an important part in enhancing a streetscape and neighborhood. Buildings may have more than one primary façade.

a. Primary façade: In addition to offering visual interest, enhances the pedestrian experience with protection from the weather with protected walkways and awnings. Promotes options for sidewalk enhancements and activities.

- ☐ **Most desired:** Meets above standards
- ☐ **Least preferred:** Does not meet the standards

b. Window Placement: On their primary facades, new buildings should reflect the proportion of window openings of the neighborhood that are in keeping with the style of the desired end goal.

- ☐ **Most desired:** Yes
- ☐ **Least preferred:** No or limited positive proportions

c. Design Complexity: Building design is enhanced in the vertical dimension with the inclusion of roof overhangs, jogs in façades, balconies and so on.

- ☐ **Most desired:** Design complexity present
- ☐ **Least preferred:** Complexity absent

d. Excessive Repetition of identical building elements such as roof overhangs, in façade alignment, balconies, etc. on a larger building expresses a lack of concern for the visual impact. Originality is encouraged. For larger, multi-unit projects, repetition of one design is recommended to repeat no more than every 5 units.

- ☐ **Most desired:** Excessive repetition avoided
- ☐ **Least preferred:** Repetitive design

e. **Blank Walls:** Walls that don't feature windows or design elements of any kind on the primary façade are unwelcoming: the blank wall syndrome should be avoided.

- ☐ **Most desired:** Blank walls avoided
- ☐ **Least preferred:** No design development

f. **Entry:** The proposal should include a welcoming well lit, covered entry.

- ☐ **Most desired:** Safe, interesting and sheltering entry provided
- ☐ **Least preferred:** No positive elaboration of design

g. **Entry Enhancements** can be strong indicators of positive energy in the neighborhood. Examples of entry enhancements: recessed entry doors (+3 feet), small landscaped entry courtyards, decorative pavement, decorative wall lighting, awnings, canopies, pediments, unique signage, leaded or stained glass windows on the door, etc.

- ☐ **Most desired:** Appropriate enhancement to design theme
- ☐ **Least preferred:** Cookie-cutter design

2.3 **Roof Form:** the shape of the roof is another part of neighborhood character whether it is all flat, all pitched or a mixture of both. Generally, a single story structure with a flat roof is not desirable unless it is executed in combination with a green roof or has another important design significance. Large, blank, unbroken roof planes are least preferred.

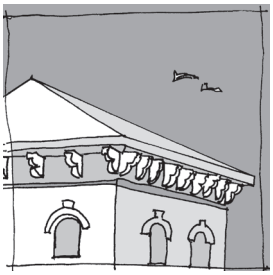
a. **Pitched Roofs** should be chosen depending on the character of the neighborhood.

- ☐ **Most desired:** Roof is pitched with three dimensional design elements of scale and massing supporting an overall building design theme.
- ☐ **Neutral option:** Pitched or flat or a combination thereof
- ☐ **Least preferred:** Roof line is flat

3.0 BUILDING DETAILS: smaller parts add up to an interesting, attractive environment. All selected details must be part of a cohesive architectural design.

3.1 Roof Details: Roof details can add a lot of character to the building and the neighborhood.

a. Roof Edges, where the building meets the sky, contribute to street character. The project should include a cornice which considers vertical height, complexity of shape and projection over the façade.

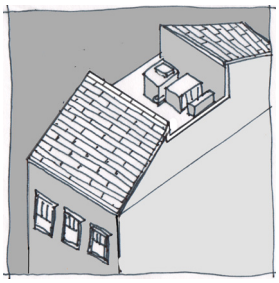


- ☐ **Most desired:** Clear three dimensional transition between the vertical wall surface and the roof plane. Integrated in support of an overall design theme (cornice, overhangs etc.).
- ☐ **Neutral:** Transition defined but lacking detail in support of an overall design theme
- ☐ **Least preferred:** No wall/roof transition

b. Roof Rails otherwise known as balustrades and parapets contribute to a human scale for the building and have been included.

- ☐ **Most desired:** Balustrades and parapets are used in support of an overall design theme.
- ☐ **Least preferred:** No such detail in support of the overall design theme.

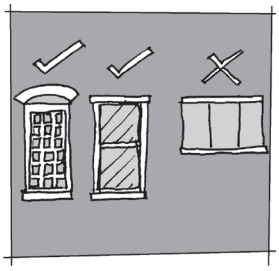
c. Rooftop Utility Screening: Air systems or other utilities located on the roof should be hidden by a shed, a façade, a parapet or pediment that harmonizes with the main building in terms of color, design details and materials. Exposed air systems on the roof or other utilities are discouraged.



- ☐ **Most desired:** Utilities are indoors away from public view
- ☐ **Neutral:** Screened utilities
- ☐ **Least preferred:** Visible utilities

3.2 Windows: Proper window placement and type are critical in good building design, both for function and for character. (*See also* **Primary Façade**.)

a. Window Proportions: Many older buildings are characterized by vertical proportions of their windows. This proportioning can subtly reinforce the familiar feel of the neighborhood. Long horizontal openings can be jarring along a traditional street.



- ☐ **Most desired:** Thoughtful proportioning and placement supportive of the overall design theme.
- ☐ **Least preferred:** Proportioning or placement inconsistent with a clear design theme.

b. Visual Interest: Windows have features such as lintels or transoms, if those features are part of the historic design of the neighborhood.

- ☐ **Most desired:** Present where appropriate

☐ **Least preferred:** Features are in conflict with design theme

c. Shutters: Windows have appropriately sized shutters if those features are part of the historic design of the neighborhood. Shutters should be proportional to the size of the windows.

☐ **Most desired:** Present, if appropriate, in support of original design

☐ **Least preferred:** Shutters applied inappropriately in new design

d. Pedestrian-Scaled Commercial Display Windows: Appropriate sizing for commercial display windows is encouraged. Where practical, they should be scaled to the pedestrian and enhanced with traditional store-front elements such as trim and canopies. Larger scaled windows may be appropriate for larger buildings in the Business and Highway Zones.

☐ **Most desired:** Appropriate scaling supportive of an overall design theme

☐ **Least preferred:** Inappropriate scaling

e. Bay Windows or Window Hoods are other examples of human-scaled elements that help enrich the building character and the streetscape when they have been appropriately integrated.

☐ **Most desired:** Included as appropriate

☐ **Neutral:** Not applicable

3.3 Additional Design Details: Other architectural elements, where appropriate, can enhance the building design theme which is in turn supportive of the neighborhood

a. Substantial Trim, in general, demonstrates positive design effort. The project has taken into account the amount and scale of the trim. It is important to use a thicker trim as thinly applied trim does little to set a positive tone. Three dimensional design elements used to reduce the scale of larger buildings is encouraged.

☐ **Most desired:** Architecturally appropriate trim other than typical minimal frame

☐ **Neutral:** Absent

b. Decorative Woodwork is associated with wooden porches and other design elements. They have been appropriately integrated into the project design. Awnings, pergolas, etc. are encouraged on new construction in support of the overall design theme.

☐ **Most desired:** Little or no woodwork included

☐ **Neutral:** Absent

c. Awnings, Pergolas, Etc. are encouraged on new construction in support of the overall design theme.

☐ **Most desired:** Well imagined awnings or other window or door enhancements incorporated

☐ **Neutral:** Absent

d. Well Developed Entry Doors present an opportunity to upgrade the appearance of the entire building. It is a point of contact with visitors and passers-by. Higher

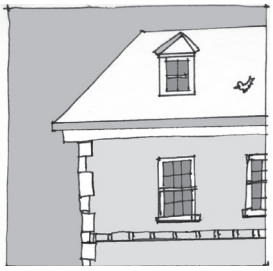
quality entry doors are encouraged.

- ☐ **Most desired:** Door of significant visual interest
- ☐ **Neutral:** Little elaboration of door design

e. **Overhanging Marquees** mark important entries and provide signs of activity. They illuminate the sidewalk below to enhance a nighttime sense of security on thestreet. Collaboration with the Town is required.

- ☐ **Most desired:** Present where applicable
- ☐ **Neutral:** Absent or not applicable

f. **Masonry Design Elements:** Corbels are supporting brackets usually associated with masonry buildings. They add visual interest and allow for more complex and interesting forms along the front wall plane. They are commonly seen at the height of the cornice in older buildings. Other masonry design elements such as quoins add value. These have been appropriately integrated into the project design.



- ☐ **Most desired:** Masonry details part of design theme
- ☐ **Neutral:** Absent or not applicable

g. **Horizontal Elements**: String courses, sign bands, and other horizontal elements are encouraged to transition between first floor commercial show windows and upper story residential-scaled openings. These have been appropriately integrated into the project design theme.

- ☐ **Most desired:** Well integrated horizontal design elements included
- ☐ **Neutral:** Absent or not applicable

h. A **frieze** is a decorative horizontal band usually found below the cornice at the top of a flat or sloped building. They are another option that may be appropriately integrated into the project design.

- ☐ **Most desired:** Present
- ☐ **Neutral:** Absent or not applicable

i. **Any Accessory Building** such as a storage building or garage should harmonize with the main building in terms of design details and materials.

- ☐ **Most desired:** Details and materials relate well
- ☐ **Least preferred:** No relation

j. **Sign** design - size, color, material and placement- are provided to the Planning Board as part of the site plan process allowing for integration within the overall project and existing development. Signage should relate to the architectural style of the building(s).

- ☐ **Most desired:** Sign details provided and discussed and support the overall design theme
- ☐ **Least preferred:** Little or no detail provided. Signage in conflict with design theme or surrounding neighborhood

4.0 BUILDING MATERIALS: selection of appropriate materials enhances the neighborhood . For longer and larger façades, we encourage the application of multiple materials in concert with jogs in façade alignment with the street.

4.1 General Materials Preference: The materials used in building construction should be commensurate with well constructed and/or historic buildings of the neighborhood.

a. Quality & Neighborhood Character: In general, the materials used in cladding, roofing, etc. are high quality in character and common to the neighborhood

- ☐ **Most desired:** Of high quality and appropriate to context of site
- ☐ **Least preferred:** Not of high quality or appropriate

b. Authentic materials: The best option is the use of **"**real materials", as opposed to materials simulating others. This is independent of what those materials may be.

- ☐ **Most desired:** Authentic materials used
- ☐ **Least preferred:** Simulated or inappropriate materials

4.2 Siding Materials: The materials for siding a structure reflect the purpose of that structure and influence the overall streetscape character.

- ☐ **Most desired:** Natural Materials: The majority of traditional siding materials in Exeter are masonry and wood
  - i. **Masonry** (brick and stone; excluding utility-grade masonry, such as concrete block). Where appropriate to neighboring context
  - ii. **Wood** Where appropriate to neighboring context
  - iii. **Mixed Materials**: A mix of real masonry and wood materials is used in areas where such a mix is commonly found
- ☐ **Neutral:** Simulated natural materials such as fiberglass and cement board, etc. are neutral. (In some cases where certain characteristics such as fire prevention is targeted these materials may also be preferred)
- ☐ **Least preferred:** Utility grade masonry, such as concrete blocks, used as a building finish, large areas of formed concrete wall without texture, vinyl clapboards, faux brick façade**s**

4.3 Roof Materials: The materials used in the building's roof construction should be found in many of the historic buildings throughout the neighborhood. Roof material selection can affect the overall streetscape and neighborhood character.

- ☐ **Preferred Options:** Traditional roofing materials are found throughout Exeter and should be the default option when roofing.
  - **i.** Simulated Slate roofing**.**
  - **ii.** Standing seam colored metal roofing**.**
  - **iii.** Real wood shake roofin**g**
- ☐ **Next Preferred Options:** Enhanced asphalt shingles, so-called "architectural shingles" have a thicker profile and more variation in shape and color**.**
- ☐ **Neutral:** Three tab asphalt shingles
- ☐ **Least preferred option:** Rolled roofing.

(Building Bonus Points Section Follows)

Bonus Points Section

AA. Heat Island Reduction

i. Buildings designed to support green roofs use plant material to reduce the downtown "heat island" effect, reduce run-off and enhance the urban environment. This has been appropriately integrated into the project design.

ii. Buildings designed with white membrane roofs such as TPO, do not absorb precipitation but are effective in reducing solar gain and summer operating costs.

☐ **Most desired:** Important integration of green or white membrane roofs

☐ **Next desired:** Some integration of green or white roof**s**

BB. Energy Efficiency: Solar roof panels and other energy creating/conserving measures are strongly encouraged.

☐ **Most desired: Significant use of energy saving measures**

☐ **Next desired: Moderate energy saving measures**

CC. Greywater Use. Greywater is water that has already been used once and then recycled. For example, water from washing machines or showers (but not sewage or toxic water) can then be collected for use in irrigation or be part of a lower level water use in the building-i.e. shower water may be cycled to the toilets.

☐ **Most desired:** Important use of greywater cycling

☐ **Next desired:** Some greywater cycling

DD. Rooftop Noise Suppression: Air systems or other utilities located on the roof should have a noise suppression system designed with the best available technology appropriately integrated into them so there is no nuisance to the public or the abutters.

☐ **Most desired:** Effective noise suppression

EE. Sustainable Materials: Material selection can contribute significantly to environmental stewardship and demonstrate a high level of design detailing

i. Local manufactured materials (e.g. bricks)

ii. Locally procured materials (e.g. granite)

iii. Materials with a high recycled content

iv. Materials that can be effectively recycled

v. Materials with low embodied energy (less energy used in the production of the material)

vi. Certified materials Example, Forest Stewardship Council (FSC®) lumber that is sustainably harvested and approved by a nationally approved agency.

vii. Less toxic materials including painting and finishing materials with less toxic fumes

☐ **Most desired:** At least 3 of the above applied (or used in significant way)

☐ **Next desired:** At least 2 of the above applied (or used in moderate way)

RESOURCES

Town of Exeter

Zoning Regulations

- Town of Exeter Zoning Ordinance

  Particular sections of interest:

  Article 5: General Regulations

  Article 8: Historic District

- Site Plan Review and Subdivision Regulations for the Town of Exeter, New Hampshire

  Particular sections of interest:

  Section 9: Design and Construction Standards

- Town of Exeter Site Plan Review Application and Checklist

Other Resources:

New Hampshire Stormwater Manual, published by NH Department of Environmental Services

The DesignLights Consortium® is a project of the Northeast Energy Efficincy Partnerships, a regional non-profit partnership. **https://www.designlights.org/**

International Dark-Sky Association is a non-profit organization fighting to "preserve the night" by "lighting only what you need, when you need it." **http://darksky.org/**