

## Appendix B – MUND and Large-Scale Multi-Family Housing Design Standards

- A. Purpose. Pursuant to the Exeter Master Plan, the Town provides design standards herein to ensure the districts where MUND and Large-Scale Multi-Family Housing can occur will continue to develop in a manner that creates active, safe, and walkable neighborhoods.

Development approved as part of these applications will follow core principles of good urban design by locating buildings, parking areas, sidewalks, and walkways in a manner that facilitates comfortable pedestrian travel. Further, the architectural style of new buildings will incorporate important principles of traditional New England architecture to ensure new construction is consistent with Exeter's architectural heritage. The Town also recognizes that these areas are heavily developed, and it may not be possible to redevelop properties or develop infill projects while strictly adhering to these principles of urban design and traditional architecture. These standards therefore include opportunities to deviate from strict compliance where it is in the best interest of the Town.

- B. Applicability of Design Standards. The following design standards apply to MUND and Large-Scale Multi-Family Family applications. Where standards are specific to ground floor commercial use, these shall only apply to MUND. These standards are in addition to other building and development standards found in these regulations and supersede other standards where a conflict may exist. As part of the Conditional Permit application, the applicant may propose, and the Planning Board may allow, deviation from any of the design standards below where an applicant can demonstrate one of the following conditions:

1. The proposed deviation represents a need that goes beyond convenience for the applicant or is requested primarily as a cost-saving measure.
2. The scope of site disturbance and construction improvements will not include any work related to a particular site design standard. For example, if a pre-existing parking area will be retained and remain undisturbed through the redevelopment process, the Planning Board may deem that site design standards for parking will not apply and the parking lot may remain in its pre-existing form. The Planning Board shall review these requests on a case-by-case basis and may condition the approval of an application on future improvements to the site creating greater compliance with these design standards.
3. The scope of development and construction improvements will not include any work related to a particular building standard. For example, if a pre-existing building will be retained and unimproved, building standards will not apply and the building may remain in its pre-existing form. The Town may still require conformance with standards related to signage, lighting, and similar features where practicable.
4. The location of pre-existing buildings, utilities, accessways, or other built features creates a situation where it is not practicable to achieve compliance with the design standards.
5. Site topography, the condition of underlying soils, or pre-existing contamination create a situation where it is not practicable to achieve compliance with the design standards.

6. Landscaping requirements would make it impossible to provide parking spaces that would otherwise enable the development of housing.
7. Deviation from site design standards would facilitate better stormwater management or site circulation.

C. Application Contents

The applicant shall provide the materials called for in the Site Plan Review and Subdivision Regulations for the Town of Exeter. It is the responsibility of the applicant to depict site design, architectural elevations, and street level renderings in a manner that allows the Planning Board to clearly determine compliance with these design standards.

D. Circulation

The design of individual properties or groups of properties shall reinforce the purposes of MUND and, where applicable, enhance the quality of Large-Scale Multi-Family Housing by encouraging pedestrian and bicycle circulation. Pedestrian and bicycle infrastructure shall be provided using the following site design techniques:

1. Pedestrian connections between sidewalks and buildings and between buildings separated by a parking lot shall be designed to be safe, broad, and easily identifiable.
2. Pedestrian connections that cross parking lots must be designed to clearly show that the space is primarily dedicated to pedestrian traffic using raised or alternative surfaces, signage or raised landscaped islands that serve as a safe resting area for pedestrians between automobile travel lanes.
3. Where sidewalks or other pedestrian or bikeways intersect with automobile driveways or lanes, raised surfaces and/or durable, decorative alternatives to conventional pavement must be used to connect sidewalks or bikeways across the automobile lane. On its own, striping across the asphalt used for an automobile lane to connect sidewalks or walkways is not adequate to achieve this goal.

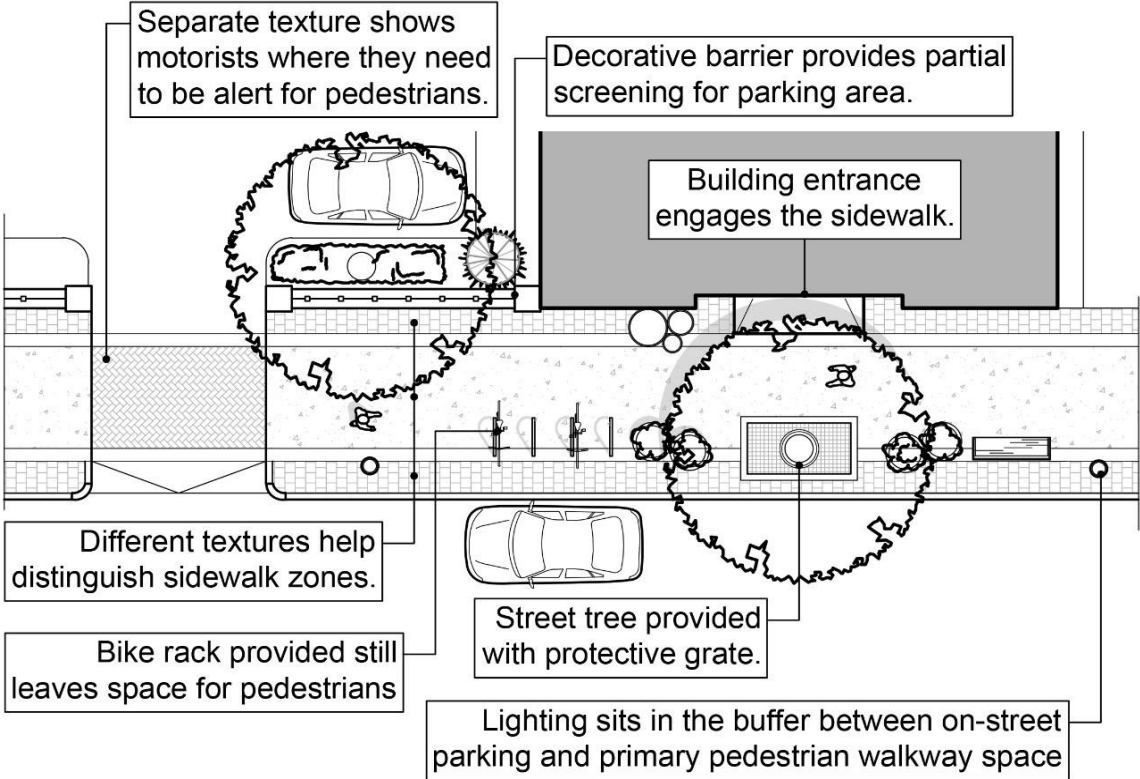
E. Property Frontage (see [Figure 1](#))

Buildings located along the property frontage (frontage buildings) shall be located and oriented to engage pedestrians that may pass along the frontage of the property.

1. Frontage buildings, whether newly constructed or re-used, shall be connected to the right-of-way in a manner that facilitates pedestrian and/or bicycle activity. The areas between the front façade of frontage buildings and the right-of-way shall accommodate pedestrian/bicyclist space and associated amenities.
2. Travel lanes for automobiles shall not be located in the frontage area except where access driveways into the site are needed.
3. Frontage sidewalks should be reinforced concrete and have a minimum width of eight (8) feet. The Planning Board may approve varied finishes for the reinforced concrete or alternative materials that visually organize pedestrian and automobile space. Standard asphalt coverage is not appropriate for sidewalk areas. Where

the distance between the edge of pavement in the street and the building façade allows, sidewalks may be greater than eight (8) feet wide. The remainder of this area may include benches, lighting, landscaping, street trees, trash receptacles, and other amenities. Where space in the frontage is adequate, site plans shall identify which amenities the applicant is committed to providing.

Figure 1. Frontage Design Elements



F. Landscaping

1. Street trees must be spaced along the sidewalk at an average frequency of one tree every 40 feet.
2. All areas of a site that are not rendered impervious through the development of structures, parking features, circulation features, or other hardscape features should be landscaped with vegetation.
3. Native species should be used wherever possible in landscaped areas. No tree, shrub, or any other plant shall be installed that has been included on the most recently published list of prohibited plants by the New Hampshire Department of Agriculture, Markets and Food.
4. Landscaping, trees, and plants must be planted in a growing condition according to accepted horticultural best practices and shall be maintained in a healthy growing condition. Where applicable, ANSI A300 Standards for Tree Care Operations, as revised, shall apply. All landscaping shown on plans shall be maintained and any dead or dying vegetation shall be replaced, no later than the

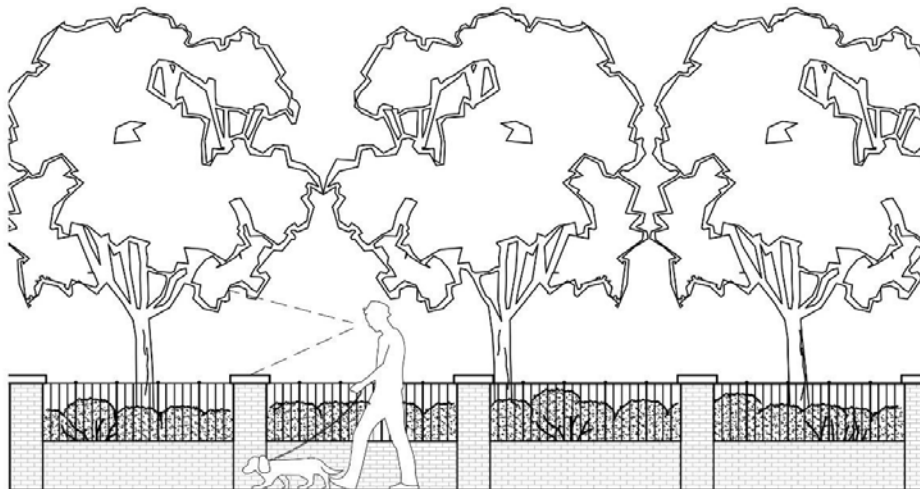
following growing season, as long as the site plan remains valid. This condition is not intended to circumvent the revocation procedures set forth in State statutes.

- a. All-Season: Landscaped areas should be designed to remain functional and attractive during all seasons through a thoughtful selection of deciduous, evergreen, berrying, and flowering plant varieties.
- b. Turf: Turf is discouraged and, where it is used, must not be planted in strips less than five (5) feet wide. Turf seed mixes should be drought resistant. To achieve a high level of drought tolerance, turf seed mixes may include, but shall not be limited to, a predominance of fine fescues.
- c. Plant Hardiness: Plant varieties should be selected for cold-hardiness as well as resistance to drought, moisture, salt, urban conditions, or insects and other pests depending on the location of landscaping and the specific stressors anticipated for different areas of the site.
- d. Minimal Care: Plants should be selected so that landscaping can be maintained with minimal care and the need for irrigation, pesticides, or fertilizers can be minimized or eliminated.

#### G. Surface Parking

- 1. For surface parking areas associated with newly developed sites, parking areas shall be located behind or to the side of frontage buildings on the property.
- 2. Where a pre-existing surface parking area is adjacent to a sidewalk, internal walkway, or other pedestrian space, the parking area may remain in use so long as the applicant provides a landscaped buffer between the parking area and the pedestrian space as follows:
  - a. At a minimum, the landscaped buffer shall include a decorative barrier, which may be designed as brick or stone finish walls, decorative fencing, or a combination of these treatments.
  - b. In addition to and inclusive of a decorative barrier, to the extent practicable, the landscaped buffer should include planted areas designed to provide separation between the surface parking area and the pedestrian space while allowing pedestrians to maintain visual awareness between the two areas. The parking area shall not be fully screened from the pedestrian way (Figure 2).

Figure 2. Separating Parking Areas from Pedestrian Space



3. For developments with proposed surface parking areas of ten (10) spaces or more, a minimum of ten percent (10%) of the designated parking area shall be landscaped. This calculation may include any landscaped borders surrounding the parking lot where the landscaped borders are predominantly ornamental vegetation and/or are specifically designed to provide stormwater treatment. Borders that are predominantly stone, turf, fencing, or screening shall not be counted toward this requirement.
4. The ends of parking aisles in surface lots that are more than fifteen (15) spaces in length must incorporate landscape islands at either end of the row. Each island shall include at least one tree that is two (2) inches in caliper at the time of planting. Where the length of a parking aisle exceeds twenty-five (25) spaces, additional landscaped islands must be installed at regular intervals. This interval must not be more than every thirteen (13) spaces.
5. Parking areas for five (5) or more cars or any travel lane that lie along a side or rear lot line shall be separated from adjacent properties by a landscaped buffer at least five (5) feet in width. This standard does not apply where the travel lane or parking area is intentionally designed to cross the property line to facilitate better circulation and/or shared parking.

#### H. Fencing and Screening

1. All solid waste enclosures, service areas, mechanical equipment, and utilities must be screened from view through the use of fencing and/or landscaping that is effectively opaque.
2. Chain link fencing is prohibited in front and side yards within MUND proposals unless it is necessary for security standards unique to the individual use, is vinyl coated, and is screened using evergreen trees (minimum six (6) feet in height) and/or shrubs.

I. Lighting (see [Figure 3](#))

1. Lighting for parking areas and public/gathering spaces shall be decorative in shape, scale, and finish, with detailed, articulated treatments for the base, post, fixture, and crown. Where decorative street lighting is already installed, the design of proposed lighting standards and fixtures must be consistent with or complementary to said lighting.
2. Light poles and fixtures must not exceed twenty (20) feet in height.
3. Height is measured from finished grade to the highest point of the structure. Structural features used to anchor light standards (e.g., concrete pilings) must not protrude more than six (6) inches from the ground.

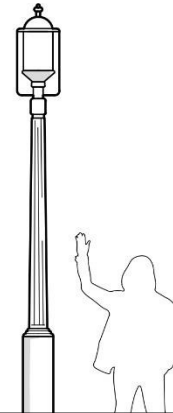


Figure 3. Appropriate Scale and Design for Freestanding Lighting

J. Building Form (see [Figures 6 and 7](#))

1. Multi-story buildings must clearly articulate the base, middle (where applicable), and top of the building using cornices, borders of distinct material, or other articulating features on every visible surface of the building.
2. In new non-residential or mixed-use construction, ground floors in a MUND application shall be a minimum of eleven (11) feet from floor to ceiling to enhance the pedestrian streetscape, regardless of the overall building height.
3. All buildings with façades longer than forty (40) feet must articulate the façade with varied rooflines, distinct signage for multiple tenants, awnings, arcades, pilasters, columns, recessed spaces and/or entrances, and any other features that serve to add texture to these longer façades.
4. The front façade of any new frontage building shall be designed to appear as the front of the building and shall have a primary entrance.

K. Building Entranceways (see [Figures 6 and 7](#))

1. All buildings must have a principal façade and entry (with operable doors) facing a street or other area dedicated to pedestrian circulation. Buildings may have more than one principal façade and/or entry. Primary entrances not facing a street must open onto sidewalks or other designated pedestrian areas that are at least ten (10) feet in width. The street façade must be designed to appear to be a principal point of entry for the building.
2. Main entrances must incorporate architectural features that draw attention to the entrance. These features may include covered porches, distinct sidewalk surfacing, porticos, recessed doorways, and awnings.

L. Roofline Form (see [Figures 6 and 7](#))

1. The roof design for new buildings shall provide a variety of building heights and varied roofline articulation. Local models reflecting traditional New England architecture shall provide context for the selection of roof forms. These models include gables, gambrels, flat roofs, mansards, and any jointed configuration of these styles. Decorative spires or towers may also be used to articulate rooflines and to provide focal points within a complex of principal buildings.
2. For new buildings or replacement roofing, industrial style metal materials visible from the street shall not be permitted. Metal roofing materials that use decorative finishes and textures for visual accent may be allowed. Visible metal materials necessary for structural integrity, fastening, sealing or other essential purpose are also allowed.
3. Where flat roof lines are proposed, flat roofs shall have decorative cornices or parapets that shield all views of any mechanical systems located on the roof from the street or from windows at a lower elevation in adjacent buildings.
4. Downspouts shall match or be complementary to gutters in material and finish.
5. Utilities and protuberances through or on the front facing roofs are highly discouraged and should generally be shielded from view.

M. Dormers (see [Figure 4](#))

1. On pitched rooflines, dormers shall be used to break up roof surfaces and shall be provided at a minimum frequency of one per thirty (30) horizontal feet or fraction thereof.
2. Dormer styles may include doghouse, eyebrow, or shed dormers.
3. Windows shall fill the face wall of the dormer to the maximum extent practicable and match the windows in the rest of the building.



Figure 4. Dormer Design  
The dormer on the left shows the proper scale and form of a dormer window. The dormer on the right shows no architectural detail and a window with poor proportion.

N. Fenestration (see [Figure 5](#))

1. Window bays in façades above the first floor (above street level) shall have a minimum width-to-height ratio of 1:2. Multiple bays may be placed immediately adjacent to one another in order to create larger window areas. This does not apply to dormers (see [subsection M](#)).

2. Mullion pattern and thickness shall reflect traditional New England design with broad decorative surfaces between windows. Mullion finishes that would be highly reflective or industrial in nature are not allowed.
3. Windows on the ground floor shall begin no lower than two (2) feet above street level and shall extend at a minimum height of seven (7) feet from street level.
4. Clear, non-reflective glass with minimal tinting shall be used at street level to allow maximum visual interaction between pedestrians and the interior of the building.
5. Street level façades shall have a transparency of at least fifty (50) percent.



Figure 5. Dormer Design  
The windows in this figure show two different treatments comply with these design standards.

#### O. Building Materials

1. Materials and building treatments shall be used that reduce the visibility of buildings from distant vantage points and shall be consistent and compatible with traditional New England design and construction.
2. Where more than one material is used for siding, traditionally heavier materials (stone, brick, concrete with stucco, etc.) shall be located below lighter materials (wood, fiber cement siding, etc.). The change in material shall occur along a horizontal line, preferably at the floor level.
3. For finished siding and foundations, natural materials such as brick, stone, wood/concrete clapboards and shingles, and slate are allowed. Asphalt shingles or similar materials for roofing are allowed. High-quality fiber cement siding designed to preserve the traditional aesthetic character of the district is also allowed.
4. Finish colors should be used to differentiate between important features (e.g., foundations, entranceways, windows, decorative borders, etc.) and can be used to differentiate between building stories. Generally, it is preferable to use two or three colors inclusive of masonry. The main color(s) on a building should generally be nature blending, earth tone, neutral, or pastel in character. Bright colors should be limited to accent features and/or entranceways. High intensity colors, metallic colors, or fluorescent colors should not be used.





Figure 6. Illustration of Building Form and Other Standards

Roofline Form: The image shows the interplay between dormers and jointed roofs. In this case, a jointed gable configuration along the "doghouse" dormers reflects typical New England architecture.

Ground Floor Design: The ground floor is slightly taller than floors above it and incorporates a high level of transparency to visually connect people on the sidewalk with what is available inside the building.

Entrances: The entranceways to the building are made more prominent through the use of signage and different materials.

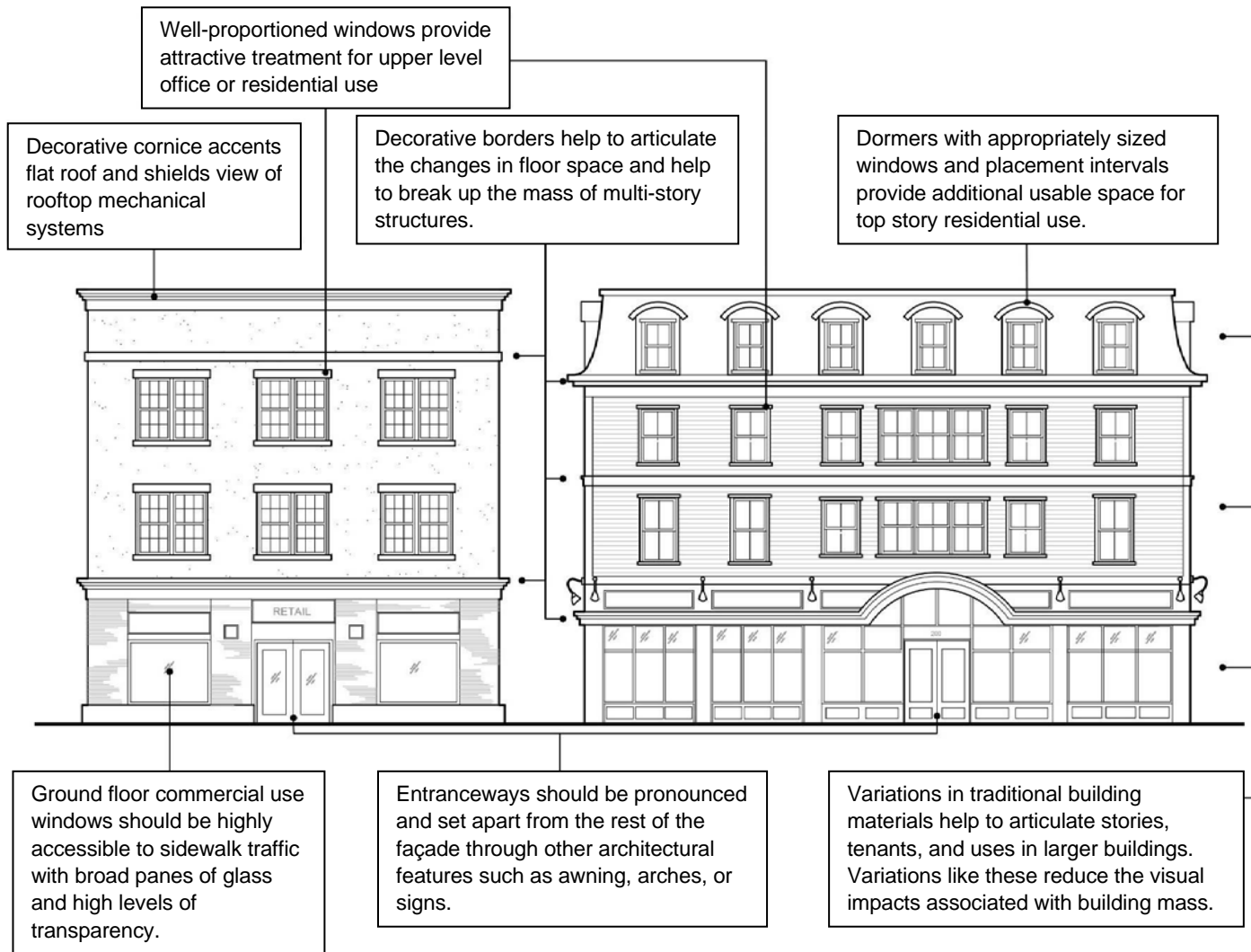


Figure 7. Architectural Details