

3.12 BUILDING & GENERAL APPEARANCE DESIGN STANDARDS:

a. The applicant shall submit a rendering of the proposed building showing front, side and rear view elevations. The building design should be consistent with the character of the Town of Londonderry and sensitive to its natural and man-made surroundings. The design goals of this section are to promote traditional New England style buildings for commercial development; and to encourage high quality building design which improves the aesthetic character of the community. Non-residential buildings are subject to the following design guidelines and standards. In this section, “**Standards**” are mandatory; “**Guidelines**” are not mandatory, but are provided in order to educate planners, design consultants, developers and Town staff about the design objectives. These standards and guidelines are to be used in conjunction with the all other sections of these regulations and Town ordinances. Any waiver from a standard in this section must be made in writing, and be supported by justification in accordance with Section 7.04

b. SCALE AND PROPORTION OF NON-RESIDENTIAL BUILDINGS

1. Guidelines

- i. New buildings should not exceed the average height of existing buildings on abutting property and the general area, however, greater distances between buildings may allow for larger differences in height.
- ii. The window and wall openings of new buildings should be in similar proportions to existing structures when they are in close proximity to the site development.

2. Standard

- i. Because of their mass and typical design characteristics, large scale retail establishments of greater than 25,000 square feet shall be subject to Section 3.12h.

c. VERTICAL OR HORIZONTAL EMPHASIS GUIDELINES

1. Relate the vertical, horizontal, or non-directional facade characteristics to the predominant directional expression of nearby buildings. This emphasis is created by the arrangement of the structure’s door and window openings.
2. Door and window openings should be proportional to facade length and height.
 - i. All windows and doors should be of a traditional New England character.
 - ii. Large plate glass windows are discouraged unless they are broken with mullions or muttons.
 - iii. Mirrored glass or colored metal panels are not acceptable windows.
 - iv. Doorways should be encased with trim.
3. Foundation walls should not be exposed to more than 3 feet in height from grade.

d. ROOF FORM

1. Guidelines:

- i. Roof forms should be of various pitch variety, common to traditional New England Architecture
- ii. Gable, hip roofs, shed, gambrel, mansard style roofs are acceptable. All roofs should have appropriate overhangs.
- iii. Flat roofs should not be completely eliminated from consideration, but should only be built when the size of the building does not permit a pitched roof.
- iv. Shingled roofs constructed of asphalt or wooden shingles are preferred. Standing seam, copper, or metal roofs are acceptable under certain circumstances.
- v. Avoid long unbroken expanses of roofs through the use of dormers, chimneys, and changes in ridgeline.
- vi. Multiple roof plane slopes are acceptable, but should be limited.

2. Standards:

- i. Roofs shall be constructed of materials which are commonly found in New England.
- ii. All rooftop mechanical/ventilation equipment must be placed in such a manner so that it is not visibly apparent at the nearest street right-of-way. This may be

accomplished by using architectural treatment/camouflaging (walls, parapets, false chimneys, etc.) or by other appropriate means.

e. ARCHITECTURAL FEATURES AND DETAILS GUIDELINES

1. Any features and details such as balconies, decks, covered porches, columns, dormers, turrets, towers, skylights and arches should be in proportion with the building.
2. Accurate restoration of existing detail is encouraged, however use of historical details on contemporary structures should be included only when appropriate to the overall design

f. MATERIALS AND COLORS

1. Guidelines:

- i. Exteriors of new buildings should utilize materials appropriate for the character of the building. Brick, clapboard, shingles, stone, or architectural concrete block are preferred, and encouraged for wall surfaces.
- ii. Subtle colors should be used on larger and very plain buildings, while smaller buildings with elaborate detailing can use more colors. Colors should reflect traditional New England colors with accenting trim work.
- iii. Colors that are disharmonious with other colors used on the building or found on adjacent structures should be avoided.
- iv. Paint colors should relate to the natural material colors found on the building such as brick, terra-cotta, stone or ceramic tile and existing elements such as signs or awnings.
- v. Contrasting colors, which accent architectural details and entrances, are encouraged.

2. Standards:

- i. All exterior surfaces visible to the public shall be covered with a siding material and long term maintenance characteristics of all materials should be considered during the selection process.
- ii. Neon tubing shall not be used as a feature, trim, or accent area for buildings.
- iii. The rear and side elevations shall incorporate the materials, design details and theme when exposed to public view.

g. SIGNAGE: Signs should be visible and legible through the use of appropriate details and proper locations. Allowable sign areas and locations are explained in Section 3.11 of the Londonderry Zoning Ordinance. The following design guidelines will give examples and methods of adding interest and quality to a building project while enhancing the overall project.

1. Scale and proportion: Every sign should be an integral, subordinate element within the overall building and site design. The scale and proportion of the signage shall not overpower the building or obscure the building's architectural features.
2. Materials: Sign materials should harmonize with the building's design. A simple and direct message, with upper and lowercase lettering is most effective. A limited number of colors should be used with light colored lettering placed on a matte, dark background which reduces reflected glare.
3. Illumination: Illumination of signs should be from an indirect light source to reduce glare and ensure attention is focused on the sign. The light should be contained within the sign frame and not spill over onto other portions of the building or site. Internally illuminated signage should provide opaque backgrounds with translucent lettering.
4. Coordination: All signage within a building complex should be coordinated by using similar materials, lettering, styles, colors, and overall sign sizes to ensure sign continuity and a uniform appearance throughout the development.
5. Logos and Graphics: Company logos should be incorporated into the overall sign and not become the sign itself.

h. DESIGN GUIDELINES AND STANDARDS FOR LARGE RETAIL ESTABLISHMENTS

1. The following standards and guidelines are intended to be used as design aid by developers proposing large retail developments and as an evaluation tool by the Town staff and the

Planning Board in their review processes. These standards and guidelines apply to all projects for retail establishments of more than 25,000 square feet.

2. FACADES AND EXTERIOR WALLS

- i. Guidelines:
 - a. Facades should be articulated to reduce the massive scale and the uniform, impersonal appearances of large retail buildings and provide visual interest that will be consistent with the community's identity character, and scale. The intent is to encourage a more human scale that Londonderry residents will be able to identify with their community.
 - b. Avoid expanses of wall using jogs, pilasters, architectural detailing, changes in surface materials, colors, textures, and rooflines.
 - c. Uninterrupted facades should not exceed 50% of the building wall.
- ii. Standards:
 - a. Facades greater than 100 feet in length, measured horizontally, shall incorporate wall plane projections or recesses having a depth of a least 3% of the length of the facade and extending at least 20% of the length of the facade. No uninterrupted length of any facade shall exceed 100 horizontal feet.
 - b. Ground floor facades that face public streets shall have arcades, display windows, entry areas, awnings, or other such features along no less than 60% of their horizontal length.

3. DETAIL FEATURES

- i. Guideline: Buildings should have architectural features and patterns that provide visual interests, at the scale of the pedestrian, reduce massive aesthetic effects, and recognize local character. The elements in the following standard should be integral parts of the building fabric, and not superficially applied trim or graphics, or paint.
- ii. Standard: Building facades must include a repeating pattern that shall include no less than three of the elements listed below. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than thirty (30) feet, either horizontally or vertically.
 - a. Color Change
 - b. Texture Change
 - c. Material Module Change
 - d. Expression of architectural or structural bay through a change in plane no less than 12 inches in width, such as an offset, reveal, or projecting rib.

4. ROOFS:

- i. Guideline: Variations in roof lines should be used to add interest to, and reduce the massive scale of large buildings. Roof features should compliment the character of adjoining neighborhoods.
- ii. Standard: Roofs shall have no less than 2 of the following features:
 - a. Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view. The average height of such parapets shall not exceed 15% of the height of the supporting wall and such parapets shall not at any point exceed one-third of the height of the supporting wall. Such parapets shall feature three-dimensional cornice treatment.
 - b. Overhanging eaves, extending no less than 3 feet past the supporting walls.
 - c. Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to 1 foot of vertical rise for every 1 foot of horizontal run, and less than or equal to 1 foot of vertical rise for every 1 foot of horizontal run.
 - d. Three or more roof slope planes.

5. MATERIALS AND COLORS

- i. Guideline: Exterior building materials and colors comprise a significant part of the

visual impact of a building. Therefore, they should be aesthetically pleasing and compatible with materials and colors used in adjoining neighborhoods.

- ii. Standards:
 - a. Predominant exterior building materials shall be high quality materials. These include, without limitation: Brick, wood, granite sandstone, other native stone, tinted/textured concrete masonry units.
 - b. Facade colors shall be low reflectance, subtle, neutral, or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors is prohibited.
 - c. Building trim and accent areas may feature brighter colors, including primary colors, but neon tubing shall not be an acceptable feature for building trim or accent areas.
 - d. Predominant exterior building materials shall not include the following: smooth faced concrete block, tilt-up concrete panels, pre-fabricated steel panels.

6. ENTRYWAYS

- i. Guideline: Entryway design elements and variations should give orientation and aesthetically pleasing character to the building. The standards identify desirable entryway design features.
- ii. Standard: Each principal building on a site shall have clearly defined, highly visible customer entrances featuring no less than three of the following:
 - a. canopies or porticos
 - b. overhangs
 - c. recesses/projections
 - d. arcades
 - e. raised corniced parapets over the door
 - f. peaked roof forms
 - g. arches
 - h. outdoor patios
 - i. display windows
 - j. architectural details such as tile work and moldings which are integrated into the building structure and design
 - k. integral planters or wing walls that incorporate landscaped areas and/or places for sitting

7. BACK AND SIDE FACADES

- i. Guideline: All facades of a building which are visible from adjoining properties and/or public streets should contribute to the pleasing scale features of the building and encourage community integration by featuring characteristics similar to the front facade.
- ii. Standard: All building facades, which are visible from adjoining properties and/or public streets, shall comply with the requirements of Section 3.12h, item 2, above.