



Town of Derry

Downtown Façade Improvement Program

Design Criteria and Submission Guidelines



DESIGN CRITERIA

In the Central Business District, the buildings are traditionally taller, closer to the sidewalk, built of more substantial materials, and more elaborate in design and detailing. The Office Business District Buildings are architecturally sensitive as this is an older, transitional neighborhood which needs to blend with the traditional character and small-scale pedestrian nature of the district. The DFIP Review Committee shall consider the nature of the surrounding uses, style of the surrounding buildings, and special features of historic, cultural or community interest in the vicinity of the development as it reviews applications.

The following design criteria shall apply.

- A. Designs shall be compatible with traditional New England architecture. They shall be articulated to express an architectural integrity and design continuity.
- B. Use of false or partial mansard roofs, unconventionally shaped roofs, overly bright colors, disproportionately sized building elements, crudeness of features, or a general plastic feel

of the building, is not appropriate.

- C. The reuse of existing structures that have special architectural, historical, cultural, or contextual value by the applicant is strongly encouraged.
- D. Modifications and additions to existing buildings shall be harmonious with the character of the building.
- E. Signage shall reflect the architectural character of the building.
- F. Design Elements Checklist -
 - a. Building Scale and Proportion. The scale and proportion of proposed buildings shall take into consideration the scale and proportion of buildings in the surrounding area. Visual conflicts between properties shall be minimized.
 - b. Massing. The physical bulk or mass of the building should be carefully designed to break up the mass into smaller visual components providing human scale, variation and depth.
 - c. Roof. Traditional roofline types such as gabled, hipped, and gambrel that are evidenced in Derry's architectural heritage are strongly encouraged. Extensive areas of visible pitched roof should be broken up with dormers, cross gables, cupolas, chimneys, parapets, balustrades, and towers. Multi-story buildings (three or more stories) are encouraged to have an interesting roof line that can include a pitched roof, some appropriate cornice or parapet detail or a combination of both. An unadorned flat roof is not acceptable.
 - d. Building façade. Broad expanses of blank walls are inappropriate. Traditionally, the parts of a facade that might be embellished, or at least articulated in some fashion include:
 - i. A horizontal *base* where the building meets the ground (such as a different treatment for the foundation or water table).
 - ii. A horizontal *top* where the building's roof meets the sky (such as a projecting cornice with brackets for a flat roof or an articulated pitched roof).
 - iii. Horizontal sections (such as a belt course between stories or a change of material from the first to the upper stories).
 - iv. The building's corners (such as corner boards or quoins, a material or texture change).
 - v. Vertical articulation in the middle (such as pilasters) the enhancement of the *door/entry* (such as a portico).
 - vi. The areas around the *windows* (such as window trim, lintels and sills). Depth shall

be created for the facade through use of projecting or recessed sections, bay windows, or arcades..

- e. Fenestration. Windows are an integral part of a building's facade and shall be incorporated on all building elevations, regardless of style, to humanize the building by giving it scale.
 - i. If the building has traditional lines, windows shall follow the proportions typical of that style, where they tend to be more vertical rather than squat. In less traditional styles, window patterns need to be in proportion to the façade. In all cases, windows and doors shall establish an orderly, balanced pattern and rhythm that makes the building inviting.
 - ii. The use of large picture type windows for retail uses on the first floor is strongly encouraged. On upper floors use of multiple panes of glass (or the appearance of multiple panes) rather than picture type windows is preferred. Windows abutting the street or sidewalk shall have a low window sill in relation to the street or sidewalk in order to create an open effect inviting to the pedestrian.
 - iii. Shutters, where appropriate, shall be sized properly for the window openings, approximately one half the width of the opening; otherwise they shall not be used.
- f. Entrance. Articulation of the entrance is encouraged through use of a portico, canopy, sidelights or other devices scaled to the building façade. There shall be a primary entrance, located on the façade facing the street. This entrance must also have a direct relation to the path of pedestrian travel.
- g. Materials. The use of natural materials or materials that appear natural is preferred. Materials should be high quality and durable. Wood (clapboard and shingle), brick, stone, and terra cotta are the preferred materials, although fabricated materials which effectively imitate the character of these materials are also acceptable. Vinyl and aluminum siding use is inappropriate in downtown areas. The use of fiber reinforced stucco, block, textured block, and split block is discouraged.
 - i. Sheet plastic, sheet fiberglass, T-111 plywood, pecky shingles (shakes), simulated brick, and similar materials shall not be used. Use of highly reflective plastic or metal surfaces is inappropriate. Prefabricated metal wall panels and undressed concrete/cinder block shall not be used.
- h. Color. Subtle colors are appropriate on larger, plain buildings, whereas smaller buildings with more detailing can more effectively incorporate brighter colors. Bright colors should be limited to accent areas. High intensity colors, metallic colors, or fluorescent colors should not be used.
- i. Lighting. Use of low key, low intensity wall pack or spot type lighting, or lighting of signage on buildings is appropriate. Use of lighting to highlight the building in a

prominent manner, such as brightly illuminated roof fins or neon tube lighting not allowed.

SIGNAGE

- A. In the Traditional Business Overlay District there shall be no setback requirement provided that a free-standing sign or a sign mounted to a building which projects in a perpendicular fashion shall not impede line of sight. In areas outside of the TBOD, no part of any sign shall be closer than 10 feet to the lot line or public right of way.
- B. No sign shall be placed upon a marquee, unless displayed on or around the outside faces or edge of the marquee. The lettering within such signs shall not be over 1.5 feet high. This sign area shall be included in the maximum aggregate sign area allowed for said property.
- C. No roof signs shall be permitted.
- D. A parapet sign will be allowed as part of an approved exterior elevation design, but not more than one-third (1/3) of the sign may exceed the roofline.
- E. All projecting signs shall be located in such a manner so as not to block line of sight from a motor vehicle or from pedestrian foot traffic and no portion of the sign shall be located less than 8 feet from the grade.
- F. No neon, argon, or krypton, shall be permitted.
- G. No sign shall be internally illuminated nor shall a sign utilize internally illuminated lettering.
- H. No monument signs shall be permitted.
- I. Unless otherwise specified, the following permanent sign provisions shall apply:
 - a. The aggregate area of all signs permitted on any lot shall not exceed one square foot for each linear foot of street frontage but in no case shall it exceed 50 square feet, whichever is less for single tenant buildings.
 - b. A minimum total sign area of 20 square feet shall be permitted on any lot regardless of linear footage of street frontage.
 - c. One additional separate wall sign, not to exceed 50 square feet shall be allowed which contains no advertising but promotes the name of the building.
 - d. On lots with multiple businesses, each business shall be allowed a sign having a maximum of twenty (20) square feet.

- J. Please see the Town of Derry Zoning Ordinance, Article XII, Signs

SUBMISSION REQUIREMENTS

- A. Photographs of the immediate neighborhood shall be included. Digital images taken in a 360 degree panoramic series of shots are preferred.
- B. Lighting Concept or Lighting Plan shall, as a minimum, identify the location, number, height, type and intensity of all exterior lighting fixtures to be installed.
- C. Signage Concept or Signage Plan.
- D. Facsimile of each façade rendered in color. These shall also include facades of neighboring buildings either as photos or drawn with simple detail. Include locations of any lighting proposed to be located on the building.
- E. An image of how the landscaping will likely look in five (5) years from the time of installation, if landscaping is proposed.
- F. Color of buildings, trim, etc.
- G. Actual samples of primary building materials/colors are appreciated however are not required. Accurate representations of all such materials, as to color, size, texture, and composition are required.