



# Stratham, New Hampshire Gateway Commercial Business District

# Master Plan

January 18, 2008



Prepared by:  
Gateway Commercial Business District  
Master Plan Committee

## Acknowledgments

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### Selectmen

David Canada  
Bruno Federico  
David Short  
Kirk Scamman  
Martin Wool

### Planning Board Members

Gordon Barker  
Michael Debitetto  
Bruno Federico  
Jeffrey Hyland  
Janet Johnson  
Joseph Russell  
Mary Jane Werner  
Chuck Grassie, *Town Planner*

### Gateway Commercial Business District Master Plan Committee Members

Lucy Cushman  
Roger Groux  
Don Hatch  
Jeffrey Hyland  
Janet Johnson  
Nathan Merrill  
Rebecca Mitchell  
Mark Sykas  
Jeff Wilson

### Regular Contributors

Michael Debitetto  
Paul Deschaine  
Scott Gove  
Chuck Grassie  
Donna Jensen  
John Mathews  
Mary Jane Werner  
Martin Wool

Special thanks to IRONWOOD Design Group | *landscape architects* for their assistance in writing, editing, and graphics preparation for this Master Plan.

*January 18, 2008*

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## I. Preface

### Vision Statement

Enhance the economic vitality, business diversity, accessibility, and visual appeal of Stratham's Gateway Commercial Business District, in a manner that is consistent with the landscape and architecture of the Town's agricultural tradition.

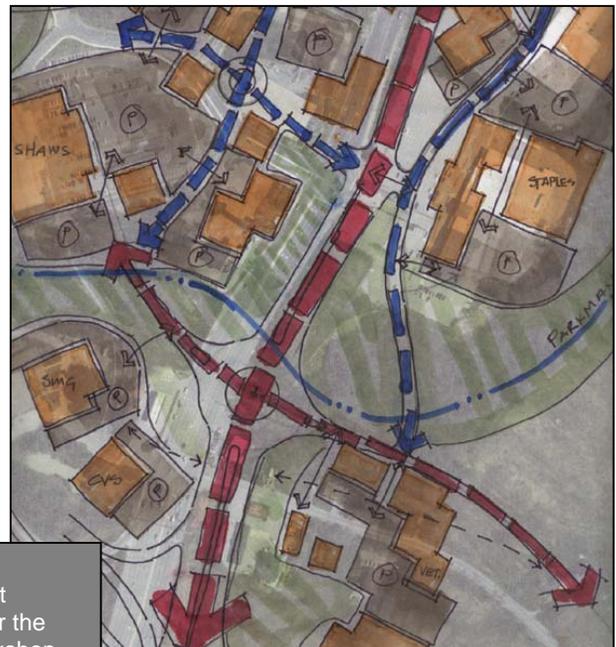
### Purpose

The Gateway Commercial Business District Master Plan Committee (referred to as the Committee) was convened to develop a consensus-based vision for Stratham's Commercial Business District (CBD) along Portsmouth Avenue from the Exeter town line north to the new police station. In February of 2007, the Planning Board appointed a broad cross-section of Stratham residents and business owners to the Committee in order to provide diverse perspectives. The Committee held a number of public meetings including a public visioning workshop to solicit the opinions and ideas of the general public. Driven by its vision statement, the Committee has acted in a collaborative, consensus-driven manner, encouraging input from stakeholders, abutters, design professionals, developers, Town staff, and interested community members.

*"It is the policy of the Town of Stratham to maintain a balance of land uses and development opportunities that results in a well planned community with a diverse tax base." - Stratham Master Plan '98*

*Residential growth has exploded in Stratham, accelerating property tax increases. The Town has explored various expansion scenarios for the commercial zone in town to help mitigate tax rate increases but none have garnered community support. The Gateway Commercial Business District Master Plan Committee has taken a holistic approach to this issue through consensus and community collaboration to arrive at a vision that does not change the basic configuration of the current Gateway Commercial Business District.*

This Master Plan document is intended to provide guidance for the site and structural development of Stratham's CBD including streetscapes and public spaces, and to prepare for the inevitability of municipal water, sewer and, fire suppression in the district. To create a more desirable CBD destination for residents and visitors, this document identifies programs and initiatives to help the Town organize and integrate various individual land uses. Furthermore, the document is intended to provide design solutions and approaches that will create a unified and cohesive CBD, without compromising the potential uniqueness of each individual landowner and/or business owner.



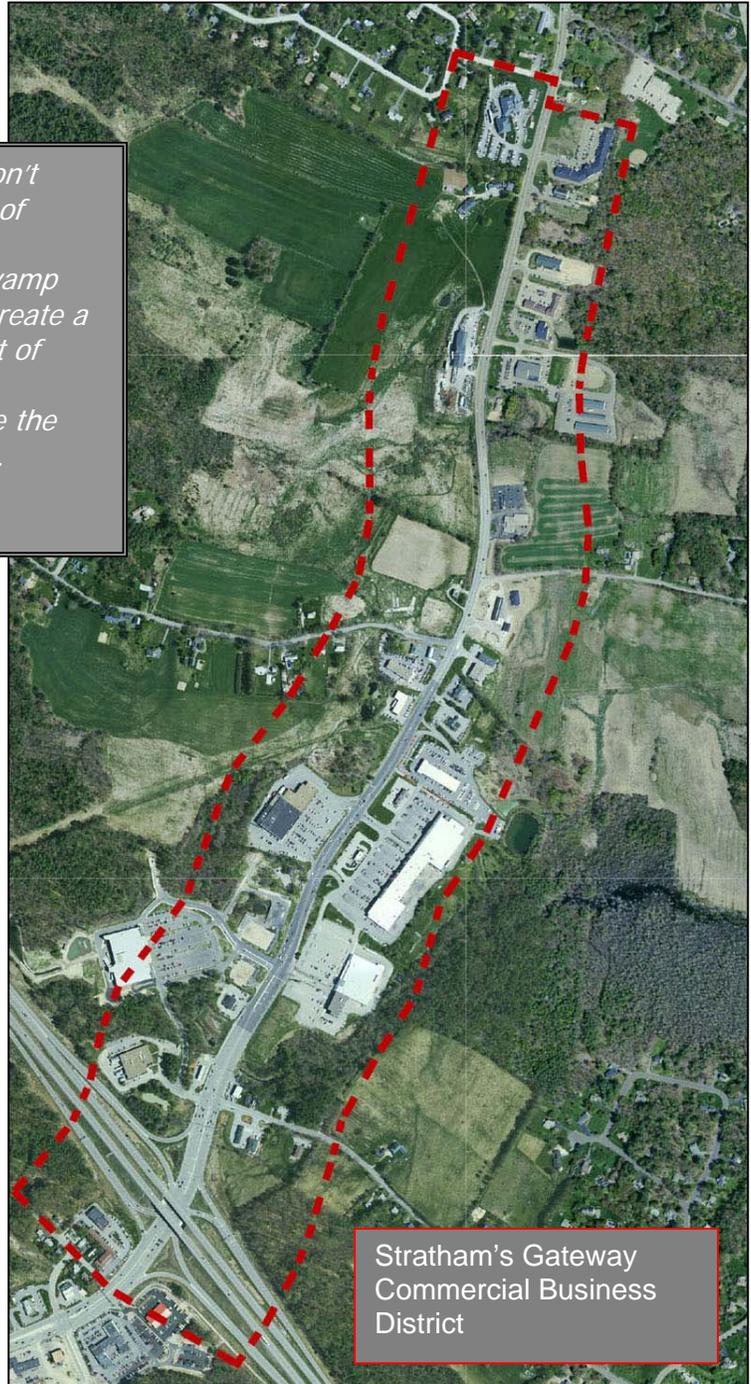
CBD circulation and building infill concept drawing prepared for the public visioning workshop.

## Existing Conditions

The Stratham CBD has grown into a regional retail destination, characterized by a pattern of sprawling commercial development. Development in the area has occurred as infill on undeveloped properties between existing businesses, or after the reconstruction and renovation of older antiquated properties. Historically, commercial development in Stratham has grown in a northern direction along Portsmouth Ave. from the Exeter town line.

Residential and conservation land abuts most of the CBD. One historic farm is located within the CBD. Single-family homes, including several historically significant properties, are located adjacent to the CBD.

*"We recognize that people don't want more of the same type of commercial development. In response, the Town must revamp the present zoning laws, or create a separate incentives-based set of ordinances that encourage developers to help us achieve the new commercial zone vision".  
Committee Consensus*



Stratham's Gateway  
Commercial Business  
District

# LEGEND



PRIMARY VEHICULAR ROADWAY



SECONDARY VEHICULAR ROADWAY



NEIGHBORHOOD ROADWAY



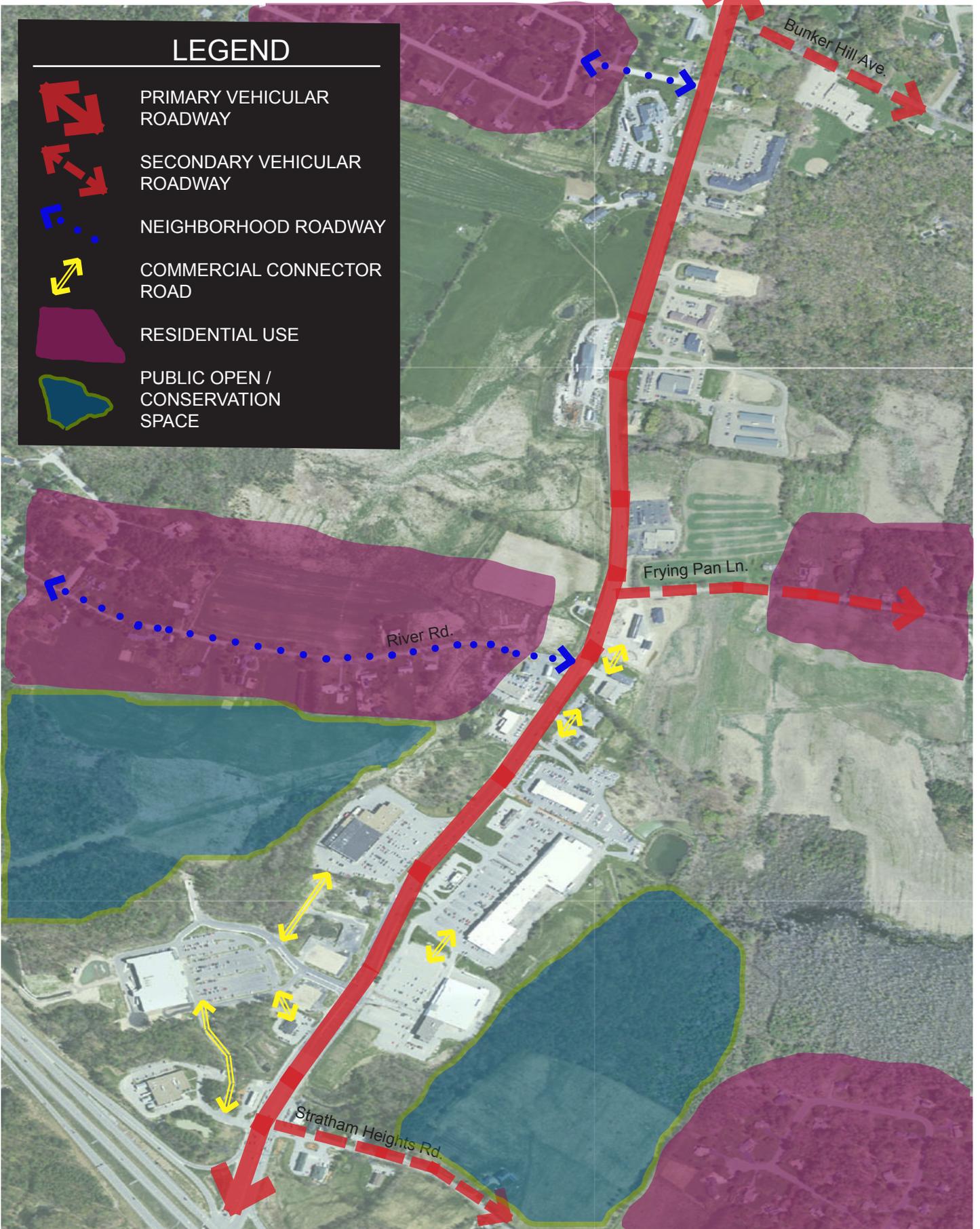
COMMERCIAL CONNECTOR ROAD



RESIDENTIAL USE



PUBLIC OPEN / CONSERVATION SPACE



# EXISTING CONDITIONS ANALYSIS

## II. Introduction

### Observations

The Town of Stratham has many commercial strengths and strong retail viability. The CBD is home to numerous national and regional retail establishments. Continued investment in the CBD will further enhance its profitability to businesses and the Town. Over time, older buildings in the CBD will undoubtedly be replaced or redeveloped. The juxtaposition of these older retail establishments against the newer more modern ones adds to the visual disorder now apparent along the retail corridor on Portsmouth Ave. The majority of the newer retail establishments are defined by “franchise architecture.” Although many of these retail establishments, individually, are in good condition, they lack a cohesive architectural style.



View to Portsmouth Ave.  
from Shaw's parking lot.

1. The Town is fortunate to have this vital commercial business district; however, there are challenges in the future design and planning of the area. The CBD would benefit from strong functional and aesthetic unity to form a district with a distinct feel and sense of place.

- The CBD does not reflect the character of Town, which is a historic New England community with an agriculturally-based culture
- Stratham does not have a traditional Town center or a centralized civic locale
- There is no sense of arrival into Town from any direction on the main roadway, Portsmouth Ave.
- The CBD currently lacks adequate gathering places for shoppers
- The Town lacks civic signage, including strong identifiers at Town boundaries
- Over time, changing regulations have resulted in many different sign styles, adding to visual clutter and a lack of cohesive style
- The current development pattern of the district (road widths, scale, distance between businesses, building designs, curb-cuts, etc.) makes shopping a challenge for pedestrians.
- The CBD lacks diversity in use, such as offices and residences
- The lack of a municipal sewer and water system in the CBD places significant limitations on the scale and diversity of future development. Specifically, the absence of public

*“People generally do not like the current commercial district. It is aesthetically unappealing, difficult to travel, pedestrian unfriendly, and does not offer a diverse array of businesses and services.”*  
*Committee Consensus*



Varying signage styles  
exist throughout the CBD.

water and sewer may have contributed to the current abundance of grocery stores, retail chain stores, gasoline stations, and automobile dealerships; it most likely has also contributed to the lack of restaurants in the CBD.



At the only Portsmouth Ave. crosswalk in the CBD pedestrians are faced with a 100' unprotected roadway crossing.

2. The CBD and its streetscape is a vehicular-dominated environment that has been developed to encourage vehicular travel.
  - Medians and shoulders lack consistent defining edges, and are in need of landscaping to improve visual appeal and to help slow down traffic
  - Landscaping is inadequate and poorly maintained on many properties
  - Highway intersections are large in scale, and appear uninviting and dangerous
  - Intensive traffic signalization has led to suboptimal traffic flow and diminished air quality

- Curb cuts are poorly planned, too frequent, and compromise safety
- Overhead power lines have a significant visual impact on the right-of-way
- Pedestrian circulation between even the closest of businesses has been stifled through short-sited planning and a lack of district vision

- Sidewalks are almost non-existent and noncontiguous
- Crosswalks are scarce and unused due to excessive crossing distances and lack of signalization; East-West crossing by foot is perilous.
- There is a lack of functional provisions for alternative transportation facilities (bus shelters, bike lanes, etc.)



3. Architecture in the CBD differs widely in style, scale, and condition, and often appears designed and sited without consideration given to adjacent land uses and to the street. The result: a district lacking in appeal and cohesive style.
  - The CBD's visual appearance is dated, uncoordinated, and lacks complimentary architectural styles
  - Parking areas are poorly designed and unattractive
  - Overall there is a lack of pedestrian connectivity and pedestrian-scale amenities
  - Much of the existing landscaping is poorly designed, in poor condition, or lacking proper maintenance
  - The commercial atmosphere lacks vibrancy, local flavor, and continuity with the community

## Fundamental Conclusions

The Committee has reached a consensus regarding the current condition of the CBD. Inaction by the citizens of Stratham will yield undesirable results for the Town:

1. Little positive change in the existing CBD development. Business owners will do necessary maintenance but currently lack any incentive to make major changes or improvements.
2. Current zoning and development guidelines result in an inefficient use of commercial land that produces a lack-luster CBD. If the Town maintains the status quo, the CBD will be fully developed in 10-15 years. Such development will be consistent with existing development, perpetuating the existing shortcomings of the CBD and forfeiting the chance to improve the community.
3. Greater demands will be placed on the Stratham aquifer from septic systems and additional ground water withdrawals. In the future, should the Town be compelled to explore public water and sewer for the CBD, it may be completely at the Town's expense. A proactive approach, allowing for a symbiotic relationship with developers to create a sewer and water system in the CBD and would allow for the vision discussed within the Master Plan to be realized.
4. Full development under existing guidelines carries strong, negative, Town-wide implications, such as increased traffic congestion and reduced air quality; an unflattering community image with a potential reduction of home values; and a lack of revenue to finance Town capital improvements and efforts on behalf of land conservation and historic preservation.
5. The lack of a diverse mix of retailers in the CBD may force people to travel elsewhere to find a more pleasing and varied retail experience.
6. The low-density commercial development that now exists in the CBD minimizes potential tax revenues, which inevitably places a greater tax burden on homeowners.
7. The Town will lose the opportunity to develop a district that serves as a gateway to the town and as a center for commercial and social life.



The lack of basic property maintenance is inconsistent with Stratham's image as a caring community.

The Committee believes that the Town of Stratham needs to exercise its options for change in the CBD zoning regulations to set a more appropriate direction to achieve the goals outlined in the vision statement.

## Fundamental Recommendations

The Committee has made the following recommendations for CBD development to improve aesthetics, strengthen and support economic growth, and add vitality to the district.

1. Performance-Based Zoning (PBZ). The adoption of PBZ provides flexible development requirements by specifying the characteristics of the end product. PBZ provisions leave site development to the skills and imagination of design professionals, encouraging them to propose appropriate renovations to existing buildings and new construction. The Stratham Planning Board would operate within the limitations of the new CBD PBZ ordinances, to determine whether development proposals meet the objectives of those zoning ordinances, and the vision statement of this Master Plan.
2. The limited redevelopment of grand fathered structures will be permitted for necessary maintenance. The threshold at which site plan review will be required is to be determined by the Planning Board. Incentives should be made available to business owners, designed to favorably influence new construction projects that fulfill the desires of the Town and the vision discussed in this document.

*"I envision scenarios like Mom dropping off Johnny for a haircut or music lesson, and then she could walk next door to a café or a retail shop. Or Joe stopping in to see his accountant or attorney, then buying lunch. (The attorney and his staff need to eat, too.)" – Stratham Resident*

The remaining section of this Master Plan provides the specific requirements to be achieved through PBZ.



### III. Gateways, Gateway Features, and Intersections

#### A. Gateways and Intersections

The main entrance to the Town is the perfect location to enhance the identity of the Town, fostering a strong sense of community, as well as helping travelers find their way. Since the majority of traffic in the Town is vehicular, in order to be effective, any feature installed should take vehicular speed into consideration and be designed to the appropriate scale. The following are locations in the CBD where opportunities for enhancements exist:

##### 1. Gateways

- a. Portsmouth Ave. and Stratham Heights Rd.

##### 2. Intersections

- a. Portsmouth Ave. and Frying Pan Ln.
- b. Portsmouth Ave. and River Rd.

#### B. Enhancement Items

The following are examples of what could be done at gateways and intersections throughout the CBD.

##### 1. Planting

- a. Eye-catching, colorful street-side plantings are simple ways to accentuate a positive Town image and invite shoppers
- b. Median and island planting

##### 2. Signage

- a. Town signage is the most common method to mark an entrance into Town

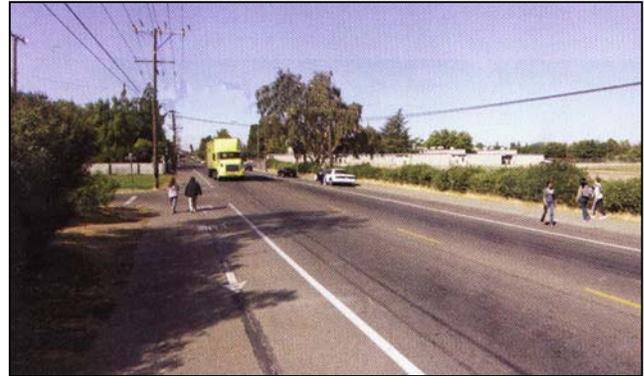
- 1. Business entry signage should be coordinated with civic signage
- 2. Any Town entry signage should be distinct from the entry signage of neighboring cities or towns

##### 3. Paving and Edges

- a. Accent paving can be used in conjunction with pedestrian crosswalks, traffic calming, or other compatible gateway features
- b. Granite curbing

##### 4. Structures and Forms

- a. Columns



*A typical arterial roadway lacking streetscape enhancements and pedestrian and bicycle amenities*

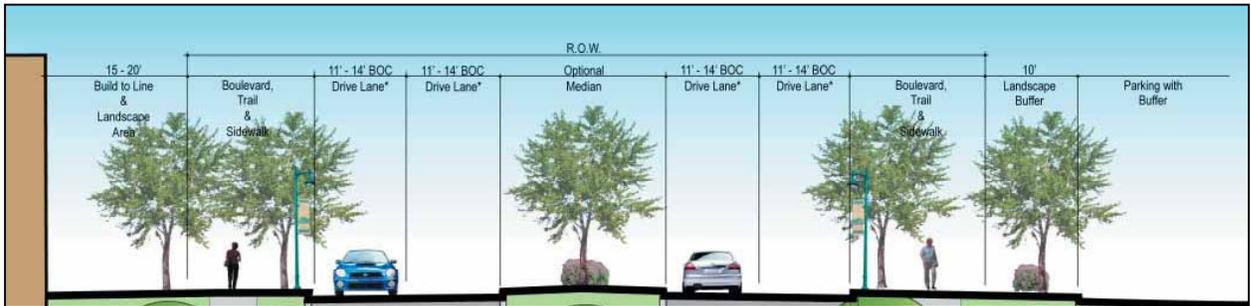


*A typical arterial roadway depicting a variety of streetscape enhancement options*



*A typical arterial roadway depicting streetscape enhancements, with the addition of street trees*

- b. Walls
  - c. Clock tower
  - d. Silo
  - e. Informational sign
5. Lighting
- a. Appropriate lighting of any gateway feature helps achieve its desired effect
  - b. Lighting is necessary for signage
6. Alternate Options
- a. Any other option properly submitted and deemed appropriate by the Planning Board



*Conceptual Streetscape Section*

**Safe Access Is Good for Business**

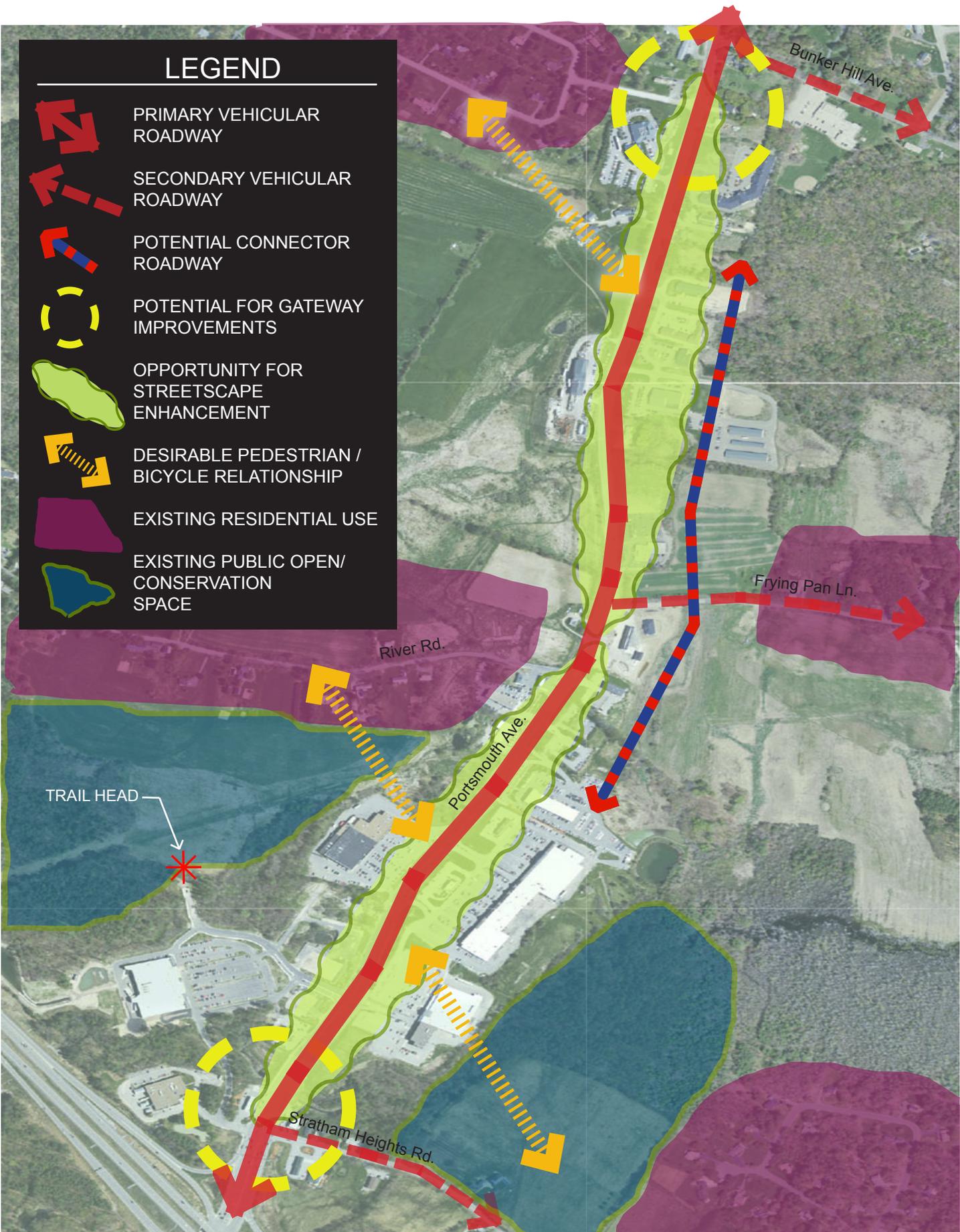
*Excerpts from a US Dept. of Transportation Publication*

*([http://www.ops.fhwa.dot.gov/publications/amprimer/access\\_mgmt\\_primer.htm](http://www.ops.fhwa.dot.gov/publications/amprimer/access_mgmt_primer.htm))*

- One reason managing access on major roads is so important is that driver safety is reduced when access is not properly located and designed. Imagine, for example, a driveway on an interstate freeway — it would certainly cause serious safety concerns. These same safety problems occur with improperly designed access to major arterial roads.
- Managing access on your road can result in better traffic flow, fewer crashes, and a better shopping experience for you and your neighboring businesses. Consider the effects of adding more access points to a highway. A national study in the late 1990s looked at nearly 40,000 crashes and data from previous studies to determine the crash rate associated with adding access points to major roads. It found that an increase from 10 to 20 access points per mile on major arterial roads increases the crash rate by about 30% (1). The crash rate continues to rise as more access is permitted. This is why studies consistently show that well-managed arterials are often 40 to 50 percent safer than poorly managed routes (2).
- Access management not only improves roadway safety, it also helps reduce the growing problem of traffic congestion. Frequent access and closely spaced signals increase congestion on major roads. As congestion increases, so does delay, which is bad for the economy and frustrating to your customers.
- A driveway on a congested highway or a highway that is perceived as unsafe may actually intimidate customers from making the trip. Most small destination businesses or specialty stores benefit more from access to a lower speed minor road, such as a neighborhood collector road. The greater exposure that a major road provides is an advantage for larger destination businesses, but it's a good idea to have access from more than one roadway. Allowing customers to enter and exit from different directions will increase safety and convenience.

# LEGEND

-  PRIMARY VEHICULAR ROADWAY
-  SECONDARY VEHICULAR ROADWAY
-  POTENTIAL CONNECTOR ROADWAY
-  POTENTIAL FOR GATEWAY IMPROVEMENTS
-  OPPORTUNITY FOR STREETSCAPE ENHANCEMENT
-  DESIRABLE PEDESTRIAN / BICYCLE RELATIONSHIP
-  EXISTING RESIDENTIAL USE
-  EXISTING PUBLIC OPEN / CONSERVATION SPACE



# POTENTIAL OPPORTUNITIES ANALYSIS

## IV. Infrastructure

### A. Public Space

Functional connection is highly encouraged within the CBD between any new residential areas, public spaces, parks, or other open spaces.

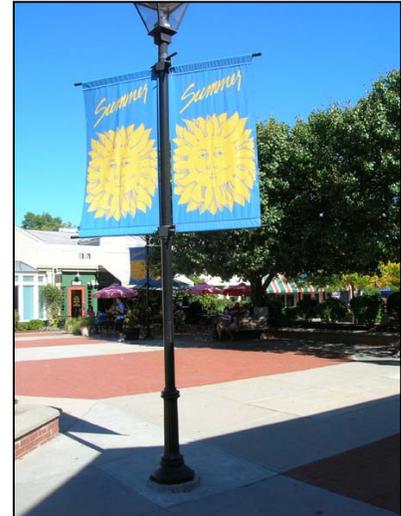
### B. Nodes

These locations are high-volume, high-traffic areas that get a lot of use. Design elements placed at nodes would add a highly visible identifying and unifying element to the location.

A **node** is a point of concentration at which subsidiary parts originate or center; central point.

Examples of desired elements include

- Street/district banners
- Landscaping and shade trees
- Wayfinding signage
- Structures (columns, walls, clock tower, silo, etc.)
- Public art
- Site amenities such as benches or tables



### C. Streetscape

The appropriate use of streetscape design elements can be one of the most effective ways to help create unity and spatial definition within a town or area. Elements should be easy to maintain and should not obstruct pedestrian or vehicular traffic flow.

Elements should be to scale with their surroundings. For example, any element should be designed with either vehicular scale or pedestrian scale in mind, depending on location.



1. Wayfinding Signage - A good wayfinding system is important to a Town. Wayfinding helps people navigate through a community or to specific locations. Commercial districts, with their many businesses vying for attention, can become cluttered with signs. This is particularly true in auto-oriented commercial areas. Signs should be simple in materials and message, and enhance the overall street environment. This is not to say that signs cannot be colorful, unusual, or noticeable – in fact, interesting signs can add a memorable dimension to a commercial area. In essence, signs should effectively communicate the character of the business they advertise without overwhelming the streetscape.

#### a. Street Signs

- Above all, street signs should communicate information effectively to both vehicular and pedestrian traffic.

#### b. Street Banners

- Street banners are a very visible way to infuse the streetscape with color year-round.

- Banners can be decorative and relay information. They can also serve to delineate different districts.
  - Banners can detract from utility poles and roadside clutter.
- c. Civic Signage
- Standardized, Town-wide civic signage is desirable
2. Planters
- a. When properly sited and maintained, planters create year-round visual interest. Planter style and color should be appropriate given the specific site as well as the district. Planters can be used as a means of controlling traffic, defining spaces and uses, or enhancing aesthetic value among other uses. Placed on walkways, they should not create congestion or block pedestrian traffic.
- b. Ground plantings can also be effectively used.
3. Seating
- a. Public seating is another effective means of creating unity throughout the CBD.
- b. A consistent seating style should be used and located in similar ways throughout the district.
- c. Seating should be located where it will actually be used instead of just seen from the roadway. Civic areas and pocket parks are excellent locations for seating amenities.
4. Trash Receptacles
- a. Trash receptacles may be the most used streetscape element.
- b. Trash receptacles should be of a consistent design throughout the CBD, and sited for ease of installation, maintenance, and/or replacement. They should be conveniently located for pedestrian traffic.
5. Newspaper Boxes
- a. Newspaper and advertisement boxes serve an important public function. However, if not located properly, they can become visually unappealing and create a public safety hazard.
- b. All boxes must conform to the Town's specifications.
6. Bike Racks
- a. Bike racks can facilitate a reduced dependence on automotive travel within the CBD.
- b. A consistent style of bike rack should be used and sited in similar ways.
- c. Bike racks should be located where they will be used instead of just seen from the roadway. Civic areas and pocket parks are excellent locations for bike racks.
7. Public Art
- a. Art is highly encouraged as part of the overall CBD concept.
- b. Any public art should be of an appropriate nature, and fit within its given character.
- c. Permanent art should be constructed of long-lasting durable materials to withstand exposure to the elements.
- d. Art should minimize opportunities for vandalism.



## **D. Materials**

### **1. Durability**

It is important that streetscape elements be long lasting and strong. Durable elements will keep a more appealing aesthetic for a longer period of time, adding to an improved streetscape. Stainless steel elements will be more durable than wood, concrete or plastic elements.

### **2. Clean, classic look**

Streetscape elements selected should not contribute to the visual clutter that currently appears along the retail corridor within the CBD. By selecting elements with simple, classic designs it is possible to create a more unified streetscape. Also, it is easier to replace, match, and coordinate elements of a similar style.

### **3. Maintenance free**

Stainless steel streetscape elements are the best choice. They do not require staining or painting, do not warp, are resistant to rust and fading, and require replacement less frequently than wood, concrete, or plastic elements.

## V. Site Design

*"Imaginative development designs are welcome" - Stratham Resident*

The objectives outlined below are meant to facilitate a desired outcome, and further expand on the preceding pages of this Master Plan.

A mix of stores, eating places, residential units, and offices designed specifically for Stratham will generate the synergy needed for a vibrant CBD. The CBD should not be comprised exclusively of an assortment of national chain retailer's and franchise architecture including generic commercial buildings.



Flexible land use and design go hand-in-hand, and are necessary to make the CBD inviting.

The design of sites within the CBD must be created using this Master Plan as a guide. Basic site design techniques shall be used to establish the balance between circulation, aesthetics, environmental sustainability, retail planning logic, loading, maintenance, control of noise or other conflicts between uses, phasing, architectural continuity, privacy, and security. Development concepts will be scrutinized for their ability to create cohesion between abutting land uses, the surrounding landscape, and above all meet the intent of this Master Plan.

**Design Concept:** Traditional village planning principles are used to create a mixed use village center organized around a town green.

By bringing buildings closer together, open land around the outside of the village can be permanently preserved as a greenbelt. Golf and equestrian centers at opposite ends of the village provide amenities for residents and foster additional economic activity.

**Landuse:** uses formerly separated by zoning are brought together into a mixed-use center; Shops and restaurants and small office buildings line the town green, with apartments on the upper floors. Single and multi-family dwellings line side streets.

**Landscape:** Traditional village landscaping is anchored by plantings of large shade trees in the central park and along the streets. Low shrub plantings soften lines of buildings and help screen parking lots.

**Access:** A simple loop road around the central green organizes circulation to an irregular grid of side streets. Many possible routes reduce congestion at any one point, allowing roads to be narrower. At the end of the town green a drop off area provides a gracious arrival point.

**Parking:** On-street spaces provide short-term parking for patrons of shops and restaurant. Additional parking hidden around the sides of the buildings is shared by different uses: office workers during the day, residents and visitors at night and on weekends.

**Open Space and Recreation:** Former gravel pit land at the East end of the village becomes a golf course. Ecological planning is used to stabilize stream banks and eroded areas. Stormwater runoff from the village is stored in ponds on the course and used for irrigation.



Public spaces help define the character of a place. The CBD should create opportunities for public spaces, welcoming and encouraging people to congregate. Individual developments within the CBD should include a focal plaza, square or green space, located in a prominent position, framed by occupied buildings that open toward the space. The size of these spaces will vary and can take on many different geometries, but the best examples will feature a range of proportions instinctively comfortable to the human eye; as a rule of thumb, the square or plaza should be no more than twice as long as it is wide. The open space of the plaza or square should be configured in a simple way, to allow many kinds of activities to take place there, including parking if deemed appropriate for the given design concept.



The open space of the plaza or square should be configured in a simple way, to allow many kinds of activities to take place there, including parking if deemed appropriate for the given design concept.

The CBD must be particularly well defined spatially, and scaled for pedestrians. The CBD should be accessible and accommodating to the automobile, but not at the cost of ruling out walking or biking. Well-connected sidewalks, minimal curb cuts, and shade will help promote walking and cycling. Roadways and oversized parking lots must not dominate the landscape. Divide parking into areas of no more than 20 spaces (35 for large development projects) separated by landscaping.

Whenever possible, connections to adjacent parking lots or shared parking areas should be created, which can serve neighboring buildings simultaneously.

Curb cuts should be minimized by having a single driveway from the main entry road. Secondary access points from side roads are encouraged when warranted but are not obligatory. Curb cuts should only be as wide as necessary to accommodate needed lanes.



Landscaping should reinforce the indigenous plant communities found in New England through the use of bold massings of trees, shrubs, native grasses and wild flowers. Native granite should be incorporated into retaining walls, entry monuments, and other site features where appropriate. Landscaped islands and other green space should be consolidated into useful areas, and not just narrow strips of grass or plantings in parking lots. Continued maintenance of landscaped areas is required and assured by a binding agreement with the Town.

The management of stormwater generated from site development must be approached in a comprehensive way. The reduction of impervious surfaces, and the reuse of stormwater for irrigation are highly desirable. In addition, stormwater collection systems that utilize natural forms of treatment to achieve enhance water quality must be explored wherever possible.

The integration of low-impact, green building technologies into all developments will fulfill the goals of this Master Plan.



Commercial parking lot bioretention area

Exterior lighting should relate to building architecture and landscaping. Pedestrian scaled lighting, not exceeding 15 feet in height, should be located adjacent to walkways and entrances to commercial buildings. Parking lot lighting should consist of dark sky compliant cutoff fixtures located in parking lot islands.

## VI. Architecture



The scale of buildings is important when attempting to maintain the appropriate degree of design harmony in an area. Smaller scale buildings using historically appropriate materials are desired. Building types in the CBD should be street-oriented rather than parking lot oriented, with doors & windows facing the street or roadway. The norm for developments in the CBD should be buildings in front of the site near the roadway with parking areas located to the rear or sides. Alternatively buildings may be configured so as to partially encircle parking areas. A blend of attached and detached buildings is to be expected in the CBD. Retail

establishments should not exceed a 35,000 square foot footprint, and large-scale design features such as delivery doors and other service-related necessities (dumpsters, compactors, recycling bins, etc.) must be discretely sited such as in alleys or on the sides of buildings.

Multistory buildings, up to three stories in height, are desirable. Buildings should be positioned so that they help shape the spaces of streets and public environments, and where they help visually screen service areas and parking. Instead of one big parking area, parking lots should be divided into multiple smaller lots. Architectural elements should be sized and detailed for close-up inspection, since they will be viewed by passing motorists and pedestrians at close range. A rich palette of durable, traditional building types satisfies these character-building objectives.

Height regulations that stipulate the maximum number of floors rather than the number of feet are encouraged to promote a varied roofline. The creation of buildings with more than one floor also rewards investors who provide gracious floor-to-floor heights, which in turn, lend buildings a more elegant presence. Further, regulating the number of floors discourages the “pancake” practice of starting with the maximum height and working backward to see how many levels one can pack in.

The ideal CBD development will use resilient building types that can be converted to new uses as markets change. They are convenient to reach by automobile, public transit or on foot or



bicycle, and offer attractions beyond a single shopping trip. Buildings located within the core of a developed area should be related but visually different than those located on the periphery. Buildings located close to streets need larger display windows and better pedestrian access. Large buildings that are unavoidably set far back from major roads can be treated differently, but they still need display windows or liner buildings along all major faces.

This Master Plan recognizes that large-footprint store formats will be part of the CBD for the foreseeable future, and

therefore does not propose prohibiting them, but rather prescribes that they be (a) designed so

as to minimize their negative impacts on the CBD as a whole, (b) subject to intense scrutiny on a site-specific, case-by-case basis, and not a pre-permitted use as of right, but a conditional use subject to review and approval.



The roof of any building should be in keeping with the scale of the structure itself. Roofs must maintain a pitch between 6:12 minimum and 12:12 maximum slope on all primary roof areas. Sloped roofs are encouraged to employ the use of dormers and gables along the front to help maintain a prominent façade and help to divert rainwater and snow away from doorways. Overhangs between 6" and 18" deep are encouraged. Flat roofs are discouraged unless part of a Leadership in Energy and Environmental Design (LEED) green building program. The use of green roofs, storm water roof detention, and photovoltaic panels is highly encouraged. Green

roofs provide a useful tool in helping reduce impervious surface, ponding requirements as well as improve water quality. Buildings are encouraged to incorporate a green roof. Flat roofs must be enhanced architecturally with articulated parapets designed to aesthetically enhance the building's façade and its materials. Air handling units, condensers, satellite dishes, and other equipment placed on the roof or exterior of the building should be screened by building elements.

The proportions of design elements such as windows, columns, or bay spacing should be kept as consistent as possible on buildings' façades. The use of vertically proportioned elements is encouraged to help give buildings a tall, light, and stately appearance. Small groups of windows are preferable to a large expanse of uninterrupted glass.

The requirements for small blocks, façades with real doors and windows, and prohibition of front parking lots, do not inherently prevent a big-box store development. These goals do mean that buildings must be adapted in ways that deviate from the typical chain-store prototypes.



Main color themes should be typically of local and regional traditions. Bright colors should be reserved for accents. Strong horizontal influences such as large fascias or banding designs are discouraged, or should be adequately balanced with vertical elements.

Utilize building materials in scale, color, texture, and quality in keeping with regional building traditions.

The following chart is intended as a general guide to the materials most and least preferred for use within the It is not intended to be comprehensive.

<b>ELEMENT</b>	<b>RECOMMENDED</b>	<b>NOT RECOMMENDED</b>
<b>Façade</b>	Common Red Brick	Multi-colored Brick
	Bare (consistent tone)	Imitation Brick Siding
	Painted (approved color)	
	Special Masonry Units	Plain (bare) Concrete Masonry Units
	Textured Concrete Block	Metal Siding
	Colored Concrete Block	Exterior Insulation Finish Systems
	Split-faced Block	
	Natural Stone / Imitation Stone	
	Wood Clapboard	Asphalt Siding
	Wood Shingle	
<b>Trim</b>	Wood (Painted or Stained)	Bare Wood
	Finished Grade	Lumber Grade
	Aluminum	
<b>Windows</b>	Anodized Aluminum Frame	
	Approved Color	
	Wood Frame	
	Painted or Stained Approved Color	
	Vinyl Clad	
	Expressed Lintels (over openings)	Steel Plate or Angle
	Brick	
	Limestone	
	Colored Concrete	
	Clear, Etched or Frosted Glass	Mirrored Glass
Stained Glass		
<b>Roof</b>	Natural Slate	
	Standing Seam Metal	
	Small Seam Width, Approved Color	
	Asphalt Shingles	
	Parapet Caps / Chimney Caps	
	Stone, Pre-Cast Concrete or Limestone	
<b>Other</b>	Canvas Awnings	Plastic Awnings
	3 color maximum, approved colors	
	Walkway Pavers/sidewalk	Asphalt walkways
	Stamped or Poured Concrete	
	Brick or Colored Paving Stone	