



TOWN OF FRANKLIN

Design Review Commission DESIGN GUIDELINES

Prepared for:
Town of Franklin

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Introduction

These design guidelines have been prepared to assist business and property owners in protecting and enhancing the design character of commercial and industrial areas in the Town of Franklin. This handbook is the result of a collective effort by Town officials, members of the Design Review Commission (DRC) and the local design community, and planning consultants. Its guiding principles are based on a general belief that high quality of design and construction contribute to enhance the economic vitality of business districts, and improve the overall quality of living.

The guidelines will be used by the DRC as a basis for the review and approval of new projects, improvements, and additions to existing buildings. They are also intended as a source of helpful information and ideas for owners, designers and builders.

This document is divided into five parts:

Part I describes the general purpose and contents of the handbook and includes brief recounts of the Town's historic background, and the history of the design review process. It also summarizes the process and requirements for application for design review and approval.

Part II contains site and building guidelines of general application, organized by topics.

Part III contains site and building guidelines that specifically apply to downtown Franklin, the commercial corridors outside of the downtown area, or "big box" development. These guidelines are to be applied *in addition* to the general guidelines listed on Part II.

Part IV focuses on signage and sign requirements.

Part V includes appendices with further information and resource materials.



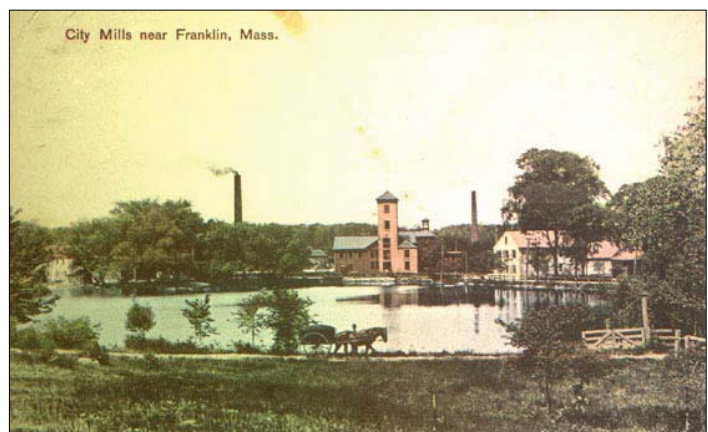
Franklin Historic Common

A Brief History of Franklin

The rocky soil deposited by the retreating Pleistocene glacier became the land of the Wampanoag. Its hilly topography was deeply forested with lakes framed to the north by the Charles River. A part of Wrentham for over a hundred years, Franklin came into its own as a town on March 2, 1778. Originally called Exeter, the town fathers instead named the town after the most famous man of that time; Benjamin Franklin. It is the first town in America to make this claim.

In appreciation of naming the town after him, Benjamin Franklin made a gift of books to the town. Known as the "Franklin Books", they were shared by all who wished to borrow them. They formed the basis of the town library, believed to be the oldest public library in the United States. There are other great men associated with Franklin, Massachusetts. Horace Mann, the "Father of American Education", was born here in 1796, as was the great western artist, Charles Adams, born in Franklin in 1858. James Nason, the inventor of the coffee percolator, was a Franklin man, as was Albert D. Richardson, author and Grant biographer. A few of the many landmarks which also contribute to Franklin's unique heritage are the Horace Mann museum, the campus of Dean College, the Franklin Public Ray Memorial library, and the historic Oliver Pond house, a true relic of the American Revolutionary period.

During the industrial revolution, Franklin began its commercial growth with the production of hats. This industry was very important to the local economy and lasted well into the 1960's. During the Victorian era this growth boomed with the manufacture of textile machinery, pianos and many other successful capital enterprises. It was during this period that many of the great Victorian mansions in town were built. The architecture of the town is also rich in Colonial, Federal, Edwardian, Roman, and Spanish Colonial buildings. A beautiful example of local mill architecture is the Brookdale Mill in the Unionville section of town.



Franklin City Mills

A Brief History of Design Review

As Franklin grew and expanded in recent years, the Town recognized the need for a commercial design review process. The 1997 Master Plan approved by the Planning Board noted that Franklin "should adopt design standards which, over time, will reestablish a streetscape typical of traditional New England villages. Such standards will enhance the visual appeal of the community as a whole, as well as the commercial appeal of individual establishments."

This recognition became reality in 1998, with the enactment by the Town Council on January 21, 1998 of a new Zoning By-Law establishing a sitting Design Review Commission (the "DRC"). The complete Design Review By-Law is reproduced in *Appendix C*, while several important points are excerpted below. The By-Law charges the DRC with reviewing the design of any construction or renovation within the Commercial or Business zoning districts, and making recommendations on these designs to the Planning Board or Zoning Board of Appeals. The purpose of this process, as stated in the By-Law, is:

" . . . to promote safe, functional and attractive development of business and commercial areas; to preserve and enhance the New England character of the Town's commercial centers and thoroughfares as a valid general welfare concern; to unify commercial properties, both visually and physically, with surrounding land uses; to facilitate a more healthful urban atmosphere; to protect and preserve the unique and cultural features within the Town; and to protect commercial property values by enhancing the Town's appearance."

- Town of Franklin Code Chapter 185, §185-31(2)A.

The Design Review By-Law also called for the adoption of a set of design guidelines, "specific to Franklin's business and commercial areas", after study by an ad hoc Guidelines Committee. The work of the Guidelines Committee resulted in Design Review Commission Guidelines that were implemented for over five years with positive results. More recently, the Town hired The Cecil Group as planning and design consultants to work with the DRC in reviewing and expanding the guidelines. As a result, additional considerations of site planning, traditional building design, and signage have been included in this handbook.

The DRC and the Town of Franklin hope that all who will use these guidelines - residents, businesspeople, and Town officials - will keep all of the above purposes of design review in mind. Through reasonable and judicious application of the processes and principles included in this handbook, these purposes may be both strived for, and achieved.

Acknowledgements

Franklin is fortunate to have many locally-owned and operated businesses with deep commitments to the Town, and a recognition that promoting attractive and appropriate design makes good business sense as well as good social policy. The DRC commends these businesses for the increasing quality of and obvious care given to the submittals and proposals that are being made. The concern of the residents of Franklin, from all its varied areas, in preserving the character and appearance of their Town is well noted and gratifying. The DRC and the Guidelines Committee wish to thank all those residents who have attended their hearings and shared their views for their participation and insights, and also wish to thank the Town employees and officials for their invaluable assistance in establishing and maintaining the Design Review process.

Design Review Commission – Guidelines Committee

1998 - 1999

Lou Allevato, Chairman
Edwin Aldridge, Vice Chairman
Philip Evans, Clerk
Doug Ward
George Simon
Roger Calarese

2005-2006

Jennifer Peters, Chair
Elizabeth Snyder, Vice Chair
Robert Vallee, Jr.
David Lamberto
Frank Yee
Lenley J. Rafuse, Associate
Sherri Bunick, Associate



Franklin Public Library

The Design Review Process

This section is included as a resource for design review applicants. All information presented in this section is based on the current Zoning By-Law and believed to be accurate at the time of publication. However, there may be future changes to the applicable laws, regulations or policies, which are not reflected in this handbook. In the event of any doubt or dispute, the provisions of applicable law will control over this document.

Who Applies?

Owners of businesses, properties or buildings located in any Commercial I, Commercial II, or Business Zoning District will need DRC review for any of the following:

- **New construction**, including new structures, changes in use, or changes in site design whenever a Site Plan Review, Limited Site Plan Review or Building Permit is required.
- **Additions, alterations or renovations** of an existing building, site, or landscape that affect the exterior appearance of a building or site, or which are visible from the exterior of the property, **including but not limited to new or existing signs**.
- In addition, DRC review applies in the same instances to properties located **in any other zoning district**, where:
 - The specific use of the property would otherwise be permitted only in a commercial or business zone, but has been allowed as a variance or special permit.
 - The use exists previously as a legal non-conforming use.
 - The principal use of the property is listed as Commercial or Recreational regardless of the underlying zoning district.
 - The principal use is considered one of selected Industrial or Institutional uses listed under the Town of Franklin Code Chapter 185, §185-31(2)B.

How to Apply for Design Review

STEP ONE: Obtain a "Design Review Application" (FORM Q) and consult with the Planning Staff.

All applications to the DRC are made on a "Design Review Application" form available from the Planning Department in the Town Hall. Copies of the Zoning By-Laws are also available. Additional information and assistance can be obtained from the Planning Staff.

The application contains background information on the project, the owner and the applicant, and asks for you to describe how your project addresses each of the eleven general design standards listed in the Design Review By-Law. (Copy of these general standards is included below).

Each section of the application should be filled out completely and accurately, including all questions. Answers should explain in detail how the project meets each one of the listed criteria, including reference to the specific renderings or photographs that illustrate the point.

There is no fee for filing an application, but the DRC cannot approve a project until a complete application and supporting information have been filed. Once this information has been filed, the DRC has 30 days to respond. The DRC will hold a meeting on the application within 30 days of its receipt.

STEP TWO: Prepare all the required Supporting Information.

The DRC will receive *one (1)* copy of any site plan that the project is required to submit to the Planning Board. In addition, the Applicant will need to submit **nine (9) copies** of the following materials at the time of the application to the DRC:

“(1) Drawing of existing conditions - A drawing showing the location, type, size or dimensions of existing structures and site features.

(2) Photographs - Photographs showing the proposed building site and surrounding properties. Applications for alterations and/or additions shall depict existing structures to be altered and their relationship to adjacent property.

(3) Drawing of proposals - A drawing of the proposed structure, including color and type of surface materials, showing front and rear elevations, and side elevations, where there are not adjoining buildings, and floor plans.”

- Town of Franklin Code Chapter 185, §185-31(2)F(1)-(3).

Additional requirements include the following:

Site Plans should include:

- Existing buildings and plantings
- Proposed new structures
- Handicapped access features
- Sidewalks, drives and parking lots
- All site objects and fixtures (including signs, lighting, and dumpsters)

Landscape Plans (if not included on the Site Plan) should include:

- Existing and proposed grading
- Paving materials
- Planting plan with descriptions of materials; all plantings should conform to the requirements of the Town's Best Development Practices Guidebook (BDPG).

Building Elevations should include:

- Facade treatment and materials
- All entrances and windows
- Existing and proposed plantings, and all site objects and fixtures

For New Signs or Changes to Existing Signs, the Applicant should include:

- A scale drawing of the sign details, including materials, dimensions, color, lighting and lettering style.
- A clear depiction of how the sign is to be supported and installed on the site or the building.
- Scale elevations or photographs showing existing signs and structures, all the proposed modifications, the location of the new sign or signs, and their relationship to the surroundings.

The DRC may reduce the number of all required drawings and plans on request.

Applicants are encouraged to consider use of a landscape architect for large development projects, especially in cases where front setbacks and large parking areas are required.

STEP THREE: Submit Application and attend a Design Review Hearing.

Submit the completed Design Review Application and all supporting documentation to the Planning Department in the Town Hall. Meetings of the DRC are scheduled on the evening of the second and fourth Tuesday of each month. Applications should be submitted by the end of the day on Wednesday *before* the next meeting.

The DRC will schedule a review of an application for its next regular meeting. The applicant or a representative should attend the meeting to present the proposal. Sample materials for the proposed site, building, and/or sign improvements should be brought to the meeting.

Based on compliance with the requirements in the By-Law and the Design Review Commission Guidelines, the project may either be continued, recommended for approval, with or without conditions, or for denial. When a project is recommended for approval or denied, the applicant will receive written notice of the recommendation from the Planning Office within five (5) days of the date of the meeting. In the case of denial, reasons for denial will be provided in detail and with specificity.

Submission Checklist

<u><i>All Projects</i></u>	
<i>Design Review Application (Form Q)</i>	
<u><i>Site Plans and Buildings</i></u>	
<i>Drawing(s) and Photographs of Existing Conditions</i>	
<i>Drawing(s) of Proposals</i>	
<i>Site Plan</i>	
<i>Landscape Plan (if not included in Site Plan)</i>	
<i>Building Elevations</i>	
<u><i>Signs</i></u>	
<i>Scale Drawings of Signs</i>	
<i>Elevations (showing relationship to the surroundings)</i>	

The Design Review By-Law

The Design Review By-Law (Town of Franklin Code Chapter 185, §185-31(2)) provides that the Design Review Commission Guidelines shall serve as the basis for decisions by the DRC. However, it also contains two general principles as well as eleven general standards that apply to all projects under review. Because of their importance, these principles and standards are reproduced in this section.

NOTE - the principles and standards in this Section are taken directly from the Design Review By-Law, and may only be amended by action of the Franklin Town Council.

Two General Principles of Design Review

The following principles should always be kept in mind, and should be looked to first in the preparation or the review of any project:

“(1) Every reasonable effort shall be made to preserve the distinguishing original qualities of a building, structure or site and its environment. The removal or alteration of any historic material, architectural features or trees should be avoided when possible.

(2) Distinctive stylistic features and/or examples of skilled or period craftsmanship which characterize a building, structure or site shall be treated with sensitivity. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and when such design is compatible with the surrounding environment.”

- Town of Franklin Code Chapter 185, §185-31(2)E.



Historic postcard view of Main Street

Eleven General Standards

The By-Law also includes eleven general standards that the DRC is to consider, *at a minimum*, in the course of the design review of a proposed action. These standards should be treated as minimum standards to be adhered to in the design and review of any project, and should control whenever no more specific guideline is set forth in the remainder of this handbook.

(1) Height

The height of any proposed alteration should be compatible with the style and character of the surrounding buildings, within zoning requirements.

(2) Proportions of Windows and Doors

The proportions and relationships between doors and windows should be compatible with the architectural style and character of the surrounding area.

(3) Relations of Building Masses and Spaces

The relationship of a structure to the open space between it and adjoining structures should be compatible.

(4) Roof Shape

The design and pitch of the roof should be compatible with that characteristic of New England architectural styles.

(5) Scale

The scale of the structure should be compatible with its architectural style and the character of the surrounding New England style buildings.

(6) Facade Line, Shape and Profile

Facades shall blend with other structures in the surrounding area with regard to the dominant vertical or horizontal context.

(7) Architectural Details

Architectural details including signs, materials, colors and textures shall be treated so as to be compatible with New England architectural styles and to preserve and enhance the character of the surrounding area.

(8) Advertising Features

The size, location, design, color, texture, lighting and materials of all permanent signs and outdoor advertising structures or features shall not detract from the use and enjoyment of the proposed buildings and structures and the surrounding properties.

(9) Heritage

Removal or disruption of historic, traditional or significant uses, structures or architectural elements shall be minimized insofar as practicable.

(10) Energy Efficiency

To the maximum extent reasonably practicable, proposals shall utilize energy-efficient technology and renewable energy resources and shall adhere to the principles of energy-conscious design with regard to orientation, building materials, shading, landscaping and other elements.

(11) Landscape

The landscape should improve the character and appearance of the surrounding area and parking areas should be located to the side or rear of buildings when reasonably possible.

- Town of Franklin Code Chapter 185, §185-31(2)E.



Historic postcard of Main Street at today's Rte. 140 intersection

General Guidelines

Parts II, III and IV of this document contain the actual Design Guidelines, which expand on the eleven general standards included in the By-Law (see page I-10 for a description of the eleven general standards). The guidelines expand on the basic principles set by the standards both in terms of general design and in their application to specific areas of Town and types of projects. This part of the handbook (Part II) contains guidelines of general application, which apply to *all* new construction, renovations and improvements. Part III includes additional guidelines that apply to specific locations and types of projects – downtown Franklin, commercial corridors, and “big box” development. Part IV contains additional guidelines that apply to signs.

Site Planning and Layout

The surroundings of a site will influence prospective development in multiple ways. Plans must incorporate features to support pedestrian traffic, vehicular traffic patterns, service access and parking. The number of people who frequent the area will determine how a project collects visitors. The style and size of nearby buildings should dictate something about the massing and character of any new buildings and landscape elements to be provided in the new development. The orientation of the site may dictate how many windows of what size go where.

The successes of the surrounding area, those that contribute to community life, should be emulated, and the pitfalls avoided. When property owners consider a development in the Town of Franklin, they are encouraged to examine the historic building patterns that give Franklin its charm. Tradition lies not only in the materials and forms used but also in the planning principles that guided settlement throughout New England.

Adaptive reuse of historic buildings, rather than razing and rebuilding, is encouraged as a way of preserving Franklin’s character. New developments should incorporate details of neighboring historic buildings, in scale and spirit if not in replica. Beyond respect for indigenous architecture, applicants for developments are encouraged to research Franklin’s rich historical past for events, which may deserve commemoration. Any new development will add greater richness to the community if it acknowledges local history.

Site Layout

- New development should work within existing elements such as topography, vegetation and contextual buildings.
- New development should not conflict with or cause loss of public and private open spaces or significant vistas.
- New development should not restrict daylight access to adjacent buildings.
- The size and massing of new buildings should relate as closely as possible to the surrounding buildings.
- Buildings should be located close to the road to facilitate and encourage pedestrian activity.
- Buildings should have entrance from sidewalks or public pedestrian areas.
- Buildings at roadway intersections should not have parking, loading or service areas at the corner.
- The street corner should either be a focal point for the building or treated as public and civic space.
- Site and building layout should be combined to prevent large expanses of parking.



Pedestrian access at Franklin Public Library

Parking

- Parking should be located behind the buildings, or along the sides, allowing stores and offices to front on the road.
- The relative location of buildings and parking should make the road more inviting to pedestrian traffic.
- Pedestrian passages to rear parking areas and entrances may be relatively narrow, but must be inviting and open air.
- Building openings, pedestrian lighting, and landscaping should be used to make rear parking areas more pleasant.
- Access to parking areas should be placed near the greatest volume of traffic (but not near a busy intersection where it can obstruct traffic flow).
- Parking should be screened from view from the street in order to mitigate the visual unattractiveness of parking areas.
- In general, screening should continue to permit limited view from the sidewalk into the parking lot.
- Parking and driveway design should incorporate provisions for bicycles.



Pedestrian access to parking along Franklin Main Street

Site Design and Landscaping

Streets provide powerful images that make up our impression of a place and the means by which we orient ourselves within it. In Franklin, the most picturesque streets are made beautiful by their appealing layout, harmonious facades or attractive streetscape. Buildings and trees give a street shape as well as their own beauty. Site landscaping can also improve the appearance of a street when buildings are set back too far or built too low. The amount and type of illumination chosen by individual businesses or locations further defines the shape and feel of an entire street.

The contribution of detailed facades or fences, walls, and hedges to the streetscape cannot be overestimated. Variety in a street's scenery is often part of its charm. The repetition of buildings that are similar but not identical is part of Franklin's traditional design character.



Use of fences and landscaping in Boston, Massachusetts

Site Landscaping

- Plantings of different types and sizes should be provided through the site to create a variety of New England landscapes with an informal character.
- A list of recommended planting species is included in the Town's Best Development Practices Guidebook.
- Trees should be interspersed with shrubs and bushes. Evergreens are recommended for buffering and screening. Flowering trees are encouraged as design accents.
- Low planting materials and shrubs, preferably of flowering varieties, can be used to soften building edges and enhance pedestrian areas.
- Landscaping employing raised bed construction is encouraged.
- Trees located in active areas and areas of high visibility should be at least 3 to 3 ½" caliper.
- Space and amenities for street-front activities such as cafes, fairs, and outdoor sitting are encouraged where appropriate.
- The use of decorative elements such as pergolas, trellises or fountains is encouraged.
- Seasonal planters and flowering window boxes are recommended to enhance sidewalks and pedestrian areas.



Site landscaping in Wickford, Rhode Island

Paving Materials

- The use of small sidewalk pavers such as cobblestones, bricks, or textured-stamped concrete is favored over bare concrete or asphalt.
- Within the parking lots of larger developments the use of paving texture changes at the internal crosswalks is encouraged.



Examples of paving texture changes in Garden City, Rhode Island

Screening

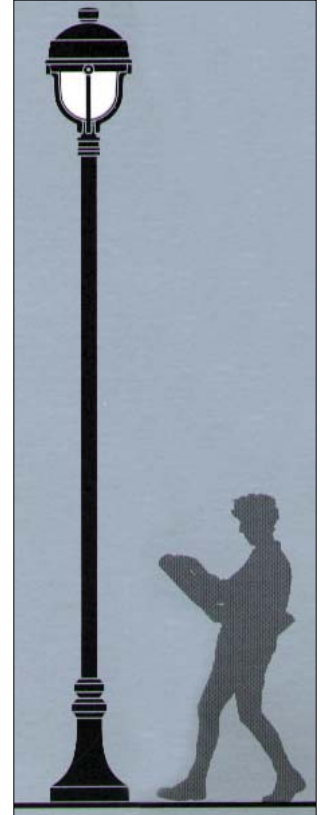
- Parking lots and paved areas should be screened from the road with vegetation, fences, walls or landscaped berms.
- Loading, dumpsters, and outdoor service areas should not be visible from the street.
- Electrical transformers, underground utility feeds, and site mechanical equipment should be screened from public view.
- Screening should employ good quality plantings and/or construction materials, such as steel, cast iron fencing, brick, wood or stone.
- The use of chain link fencing visible from the street is strongly discouraged.



Examples of parking lot screening and edge landscaping

Site Lighting

- Lighting should not cast glare onto streets, public ways, the sky, or onto adjacent properties.
- Site lighting should be set at a low luminaire height (bottom of fixture not higher than 12-14 feet for pedestrian areas, and 18-20 feet for parking lots).
- Light fixtures should be the "cut-off" variety, projecting all light down towards the pavement (less than 90 degrees from the vertical line).
- Decorative fixtures do not need to be the cut-off variety, but should be equipped with interior reflectors or shields to direct light at the desired target.
- Low ground-mounted fixtures are encouraged for special accents.
- Flood and area lighting are strongly discouraged.
- Metal halide lamps and solar-powered lights should be used wherever possible.
- Light levels should be sufficient to ensure easy vision and a sense of security within parking areas.
- Overly bright lighting should be avoided.



Cut-off light fixture

Building Design

Buildings are the basic blocks of which we construct our cities and towns. Their design reflects our culture and their quality affects the way we live in our communities. Since our buildings tend to outlive us, we must support the design of buildings that satisfy not only the needs of the moment but which will remain useful and beautiful across generations.

One of the goals of the DRC is to establish an open dialogue between the Town of Franklin and the developer seeking to construct or renovate a building. The design of a building usually begins with the idea of what suits the community, the site, and the purpose of the building. In the early stages of design, Franklin citizens and town officials can begin to ask whether the building's appearance and function respond to the site in all the ways discussed in the prior sections and whether it responds to the requirements of the community.

An aesthetic response to surroundings does not mean mimicking neighboring buildings. Invention and variation are the hallmarks of both progress and artistry, and cannot be entirely denied in favor of context. Franklin offers many historic examples of the delicate balancing of repetition and variety. The variation in houses around the Town Common shows a subtle sense of innovation, as does the wonderful assortment of details, styles, and heights of buildings in the downtown area. Like most towns Franklin does have once-startling innovations that now harmonize with their surroundings.

When building in a historically sensitive area, attempts to harmonize with the surroundings become particularly important. All efforts should be made to develop a compatible style of building and materials that blend with the area. Materials need not duplicate those of nearby buildings, but similarity is often desirable. The styles of residential, commercial, and industrial buildings are now much different from each other, although at one time they were all variations of the home. The neighborhood context should help determine whether a new building is large or homey, sleek and modern, or alludes to the local historic character of Franklin.

Architectural Design

- Good examples of local architecture should influence the size, shape, style, materials, and detailing of new buildings.
- A building's mass, style and composition should respond to the surrounding area without jarring contrasts in scale or character.
- New buildings may have a contemporary character that is respectful of and composed with traditional design elements.
- Large buildings should be broken into smaller bays or wings to introduce humanly scaled elements.
- In case of a multistory building, the first floor should be taller than the upper floors, and should have extensive glazing, storefronts or other pedestrian-oriented design elements.
- Pedestrian scaled buildings, elements and features that emphasize local traditions and character of Franklin are encouraged.
- All new and renovated buildings should consider the privacy of neighbors to the buildings and should be properly screened if necessary.
- Entrances should meet universal access requirements (ADA design standards).



Franklin local architecture on Main Street

Building Renovation

- Whenever possible Franklin's historic buildings should be preserved or adapted for reuse.
- Building preservation or adaptive reuse should be carried out according to good standards and principles of historic preservation.
- Building renovations should be harmonious with the original structure in form, style and materials.
- Building improvements should not be designed to imitate particular styles or historical features that are inappropriate to the original character of the building.
- Restoration of historical or traditional building facades should aim at reflecting their original character to the greatest extent possible.
- Previous building renovations that have acquired their own historic significance should be recognized and respected.
- If original building elements have been removed or substantially altered over time, contemporary treatments are not discouraged.
- Contemporary treatments in a renovated building should retain traditional principles and be of a character appropriate to the area.



Renovated buildings in Wickford, Rhode Island

Façade Design

- Building façades should consider basic architectural principles including defining the base, middle and roofline of the building.
- Different treatment of the windows at the base, middle, and upper sections of the building is encouraged.
- Windows that can be opened are encouraged whenever possible.
- Blank walls without any visual content or interest should be avoided.
- Façade colors should be complementary to the natural materials used on the building and to the buildings adjacent to it.
- Generally muted tones and colors are appropriate for most façade materials except for trim and special storefront elements.
- Downspouts and gutters should be of a color that is compatible with the building walls.



Traditional façades in Newburyport, Massachusetts

Exterior Materials

- All proposed building materials should be durable, of good quality, and appropriate to the surroundings.
- Building materials that are attractive and blend with the materials of neighboring buildings are encouraged.
- Wood clapboards, brick, stone, wood trim, and shingled roofing are considered to be appropriate materials.
- Materials to avoid or to be only used in small amounts include: synthetic stucco, vinyl clapboards and metal siding.
- Where possible, materials used to patch or repair existing facades should match original, desirable materials.
- Flashing materials should not be conspicuous.



Good quality materials in Woodstock, Vermont

Storefront Design

- Primary storefront entrances should be largely transparent, in order to promote a sense of welcome and safe access.
- Transparent glazing should be used, and reflective or dark tinted glass avoided.
- Incorporating a glazed transom (with the building address) above the door is encouraged when storefront heights are sufficient to allow for it.
- Storefront window transoms should be consistent with door transoms.
- Items should not be placed in storefront windows that block views to internal activity, unless they are part of a display to the outside sidewalk or street.



Storefront in Wickford, Rhode Island



Storefront in Falmouth, Massachusetts

Awnings

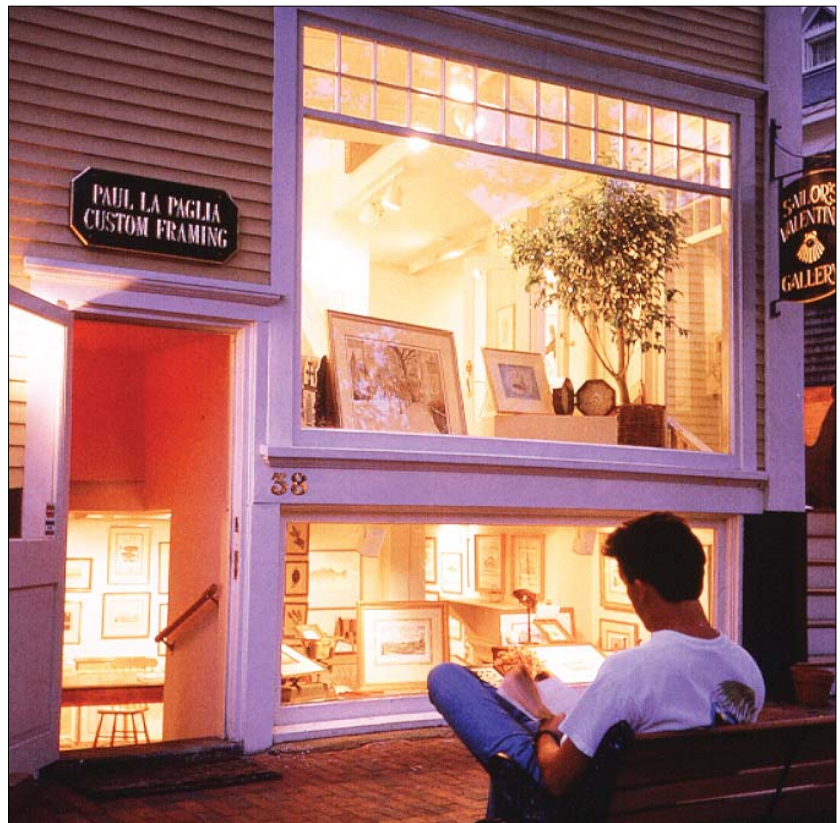
- Awnings on a multiple storefront building should be consistent in character, but need not be identical.
- Awnings should be located within the building elements framing storefront openings.
- Awnings are especially useful when used at the rear of a building to highlight a building's entry and improve the general character of the parking area.
- Awnings of a round or bullnose shape should be avoided unless used for a single door or window that is not part of a framed storefront.
- The rigid framework for awnings, canopies or marquees should be no lower than 8 feet above the sidewalk under it.
- Suspended fabric panels of awnings should be no lower than 7 feet above the sidewalk.
- Backlit awnings are strongly discouraged.



Awnings on Franklin Main Street

Lighting

- Lighting should render building colors correctly.
- Lighting that attracts attention to itself should be avoided.
- The preferred lighting should be in the white spectrum, and sodium light sources should be avoided.
- Fluorescent sources should be avoided in general.
- Historically appropriate lighting should be applied to match the building type and style.
- Lighting fixtures should not be used that are “historic” in theme, but diverge from the design character of the architecture.
- Building lighting should provide an even illumination level while operating.
- Flashing, pulsating or similar dynamic lighting should not be used.



Lighting in the white spectrum

Rooftops

- Building designs should have an appropriately distinctive roofline for the building.
- In general, roofs should be simple forms and avoid excessive articulation.
- Domes, turrets, dormers, skylights, and other similar design features may be used as accents.
- Historic roof forms should be retained or restored.
- Rooftop shape and size should allow for the location of any large equipment that needs to be on top of the building.
- No penthouses, rooftop mechanical units, or antennas should be visible from the street.



Franklin Main Street

This part of the handbook (Part III) includes guidelines that apply to specific areas and particular types of projects – downtown Franklin, commercial corridors, and “big box” development. These guidelines apply *in addition* to the general guidelines listed in Part II above. Signage guidelines for all commercial signs are included in Part IV.

Downtown Franklin

Franklin is fortunate to retain one of the hallmarks of traditional New England towns - a well-defined, vibrant town center, complete with a central Town Common as well as an accessible, pedestrian-scaled central business district. As more New England towns have extended their borders and moved their services and shopping to their own suburbs, many traditional town centers have fallen into disuse or even disrepair.

Like most town centers, downtown Franklin is not the product of any one historical area, but rather reflects the changes in use and architecture that accompanied the growth of Franklin over the years. Victorian-styled buildings coexist with both older and more modern designs, but with an overall commonality of height and scale, and a shared palette of materials. The challenge for Franklin will be to ensure the continued vitality and relevance of its town center while permitting it to continue to grow and change in the future. For this reason, more sensitivity to design is necessary in the downtown area than in other areas of town.

Except for the generally larger and more monumental “public” buildings - including the Ray Memorial Library and many of the buildings comprising the Campus of Dean College - most of the commercial buildings in downtown Franklin are of one of two basic types. First, there are “town center commercial” type buildings and areas, which are characterized by having one or two stories, continuous storefronts and flat roofs. Second, there exist at the fringes of the area many “converted residential” buildings, which are generally two-story freestanding structures, with pitched roofs and predominately wood construction. Many of these latter types reflect the Victorian influence seen in many of the homes still surrounding the Town Common.

New construction in the downtown should be compatible with either the “town center commercial” or “converted residential” design character. In order to continue the development of the downtown area, it should not be necessary to strictly and faithfully reproduce either one of these styles for every new project. In fact, a “faux” historical building is often worse than a well-planned and designed modern one. However, new construction and renovation should respect the older models, retaining whatever visual and structural characteristics are possible, and should be compatible with the existing architecture and predominant styles in the area.

Site Planning and Layout

- New buildings should respect and be compatible with the design, height, and setback patterns of neighboring buildings.
- If multiple parcels are assembled, specific steps should be taken towards the preservation and reuse of existing traditional buildings.
- Parking and loading access should take place from secondary streets whenever possible.
- Curb cuts on Main Street are to be minimized.
- Parking should be accommodated behind the buildings and screened from the street and surrounding uses.
- No parking should be provided along the street-front unless the parcel configuration does not allow other solutions.
- Any parking structure facing the street should be coated with allowed uses other than parking.
- The existing street patterns should not be altered.



Franklin Main Street

Site Design and Landscaping

- The pedestrian character of the downtown should be considered in the design, with details and amenities provided for pedestrian comfort.
- Hard-surface and high quality paving materials are recommended for sidewalks, walkways, and outdoor sitting areas.
- The use of brick, granite, slate, cobblestones, concrete pavers, or concrete with design accents in other materials is encouraged.
- Provision of seasonal outdoor terraces and seating for restaurants and food establishments is recommended.
- When converting a residential building to commercial use, front yards should be landscaped and may include a hedge or fence along the edge.
- Fences built along the front of a lot should be landscaped with a mix of low plantings and flowering materials.
- Loading and service entrances should be screened from streets, public ways, and adjacent properties.



Fences and landscaping in Rockport, Massachusetts

Building Design

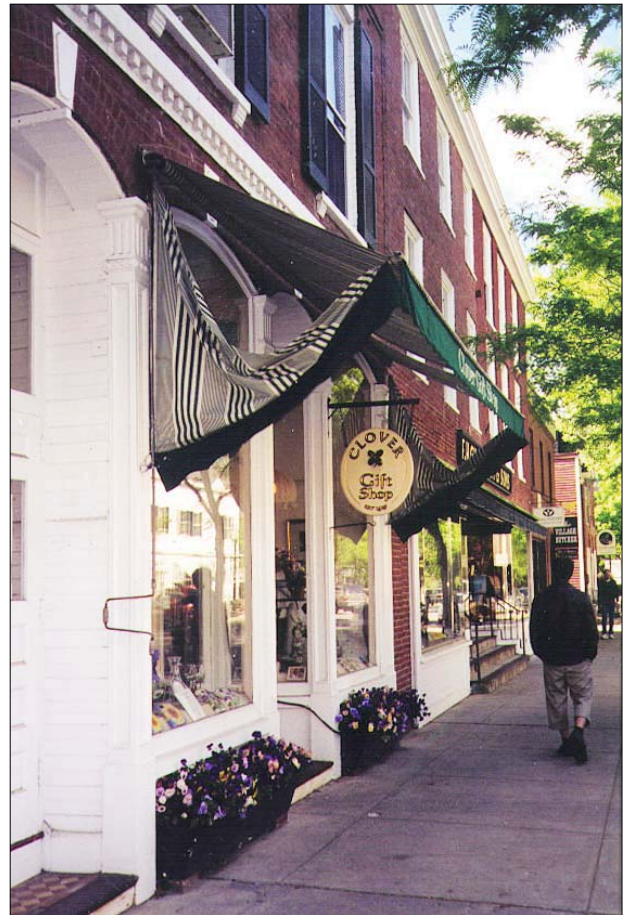
- Building design should be compatible with the proportions and character of neighboring buildings.
- Ground floor uses should be pedestrian-oriented, including uses such as food and beverage establishments, gift shops, specialty retail, and personal services.
- Larger scale windows and storefronts should be used at the building ground level, allowing for transparency and visual interaction.
- Changes and improvements to existing buildings should preserve and enhance original facades and character-defining architectural features.
- Additions should have roof forms that are compatible with the forms of the building to which they are attached.
- New structures should employ simple roof forms compatible with the flat, mansard or gable roof styles typical of downtown Franklin.
- Distinctive original features of the building should not be covered up.
- In the case of mixed-use buildings, the building's height should be divided into street-level and upper-level sections, with the character of each section clearly distinguished.



Historic buildings in downtown Franklin

Façade Design

- Façade design should take into account the locations and proportions of façade elements of adjacent buildings, without imitating them.
- Exterior walls longer than 30 feet should be articulated with glazed openings, projections, recesses, or other pedestrian scaled elements.
- When converting a residential building to commercial use, the residential size, shape and scale of doors and windows should be maintained;
- The use of historic colors in the renovation or replacement of historic elements is highly encouraged (lists are available from local historic organizations).
- In traditional buildings, the style and color of downspouts and gutters should be appropriate to the original character of the façade.
- In the case of historic structures, traditional flashing materials such as copper may be appropriate and are encouraged.



Downtown facades in Woodstock, Vermont

Exterior Materials

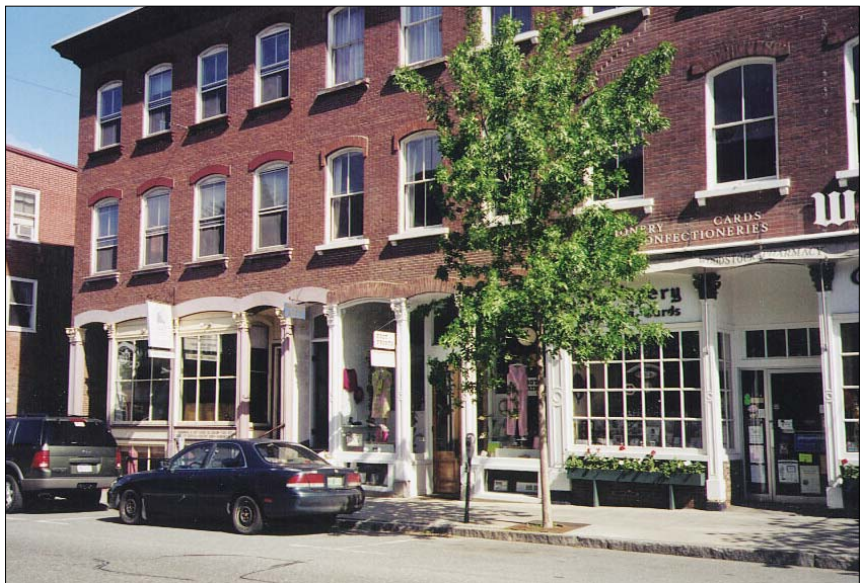
- The use of real materials, rather than imitations such as brick veneer or vinyl siding, is strongly encouraged.
- Materials that are compatible with the character of the downtown, particularly brick, stone and wood should be used.
- If metal is used, it should be appropriate to the building, and convey a sense of quality to assure an attractive appearance over time.
- Plywood or other wood panel sheathing materials should be avoided unless they are incorporated as a panel within a frame and are durable for exterior use.



U.S. Post Office on Franklin Main Street

Doors and Windows

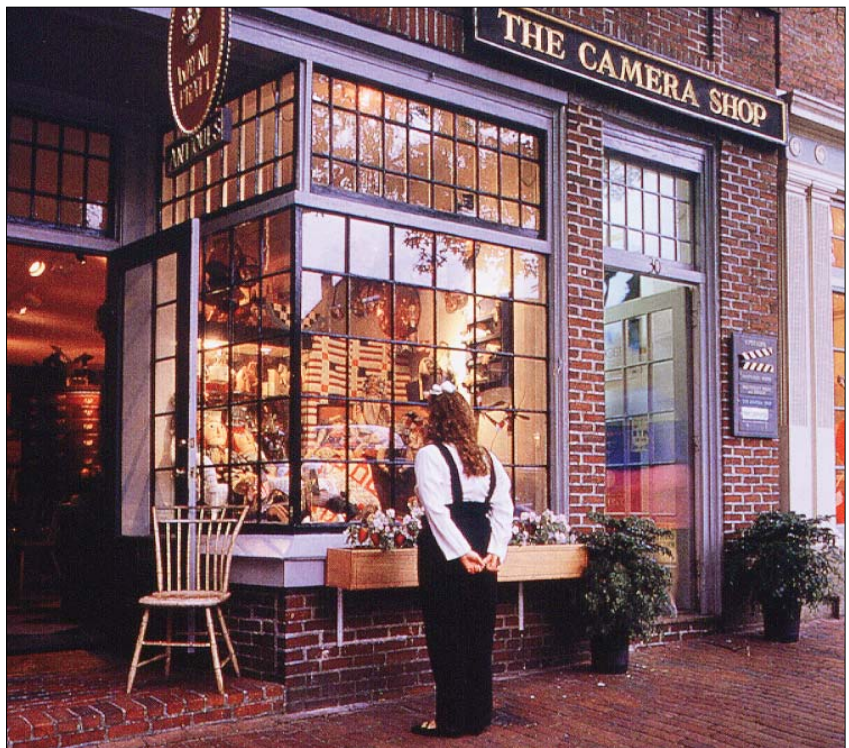
- The building's main door should be located on the front elevation, facing the street.
- Street numbers should be located near the front door and be of adequate size and distinctive color to be visible to the passing motorist.
- The street number should not be located so that it is obscured when the front door is open.
- Unused entrances should be transformed into other architectural elements appropriate to the architectural style of the building, such as a store window.
- Divided lite doors or side lites should be employed only if appropriate for the style of the building facade.
- An individual, "punched" window expression rather than continuous horizontal or vertical "strip" windows is encouraged whenever possible and appropriate to the building style.
- The original window patterns of a building should be retained; avoid blocking, reducing, or changing any original and appropriate pattern of windows when renovating older buildings.



Traditional patterns of doors and windows in Woodstock, Vermont

Doors and Windows (continued)

- Opaque panels, such as painted metal or spandrel glass, should not be used to replace vision glazing in windows.
- Where ceilings need to be lowered below the window head, a ceiling soffit should be provided between the lower ceiling and the window head that allows the vision glass to be full height.
- Repairing existing historic windows with in-kind materials is preferable to replacement.
- When existing historic windows are irreparable, replacement windows should replicate existing historic window details.
- Shutters should be employed only if they are consistent with the architectural style of the facade.
- Shutters should not be employed with casement-style windows, bay windows, or broad picture or display windows.



Traditional storefront design

Storefront Design

- Wherever appropriate, a base panel and sill course should be provided across the entire width of the storefront bay and between the vertical elements framing the bay.
- Base panels and sill courses should be 24" or lower, measured above the sidewalk.
- A horizontal band or frieze that could be used as a signage band should be incorporated at the top of storefronts.
- Storefront lighting should be confined to highlighting signage and the window display itself.
- Where a storefront does not serve a retail use and transparency is not practical, window treatments should be employed to create an attractive appearance.
- Air conditioning units should not be placed into transoms or any other openings visible from the street.
- Units located in non-window openings are appropriate if they are screened with a grille within the storefront, facade or building wall.



Renovated storefront elements on Franklin Main Street

Commercial Corridors

This section contains guidelines of specific application to commercial areas located outside of downtown Franklin, which apply *in addition* to the general guidelines listed in Part II above. Outside of the downtown, the areas currently experiencing the greatest commercial activity are located along Route 140 and around the two major industrial parks in Franklin - Forge Park and Franklin Industrial Park. These guidelines are also applicable to Union Street at the Crossings area, to the extent that they are consistent with the specific zoning requirements established for the village.

Commercial development in these areas is a natural result of the proximity of similar businesses, as well as the highly visible and desirable locations of each on exits of Route 495. Continued development of these areas could result in a hodge-podge of incompatible buildings and uses, or, with careful planning, could result in attractive and usable "gateways" to the Town, which can be sources of pride to the entire community.

The DRC's objective is to reconcile the architecture of the new "gateway" commercial areas, King Street/Route 495 and West Central Street/Forge Park, with the rural character that already exists throughout the Town. Orderly streetscape patterns, small and clustered scale, vernacular building forms, materials and details, appropriately sized signage and thoughtful landscaping can all contribute to the rural context.

Site planning is perhaps the most significant visual problem in these and other outlying commercial areas and other paved asphalt areas - especially when located in highly visible locations such as the intersection of major streets. Well-designed, landscaped parking lots can do a great deal to improve the quality of the outlying commercial areas. They should be subdivided by internal landscaped divisions and screened from the street and adjacent residential areas.

Beyond site planning, individual buildings and signs should seek to display a common identity; compatible with the residential areas they will share. Placing buildings closer to the road in the "gateway" areas will enhance Franklin's visual character by creating attractive facades along the corridors, and making parking lots easier to screen. In addition, locating buildings closer to the road provides opportunities to display goods and place signs both facing the road and the parking area.

Site Planning and Layout

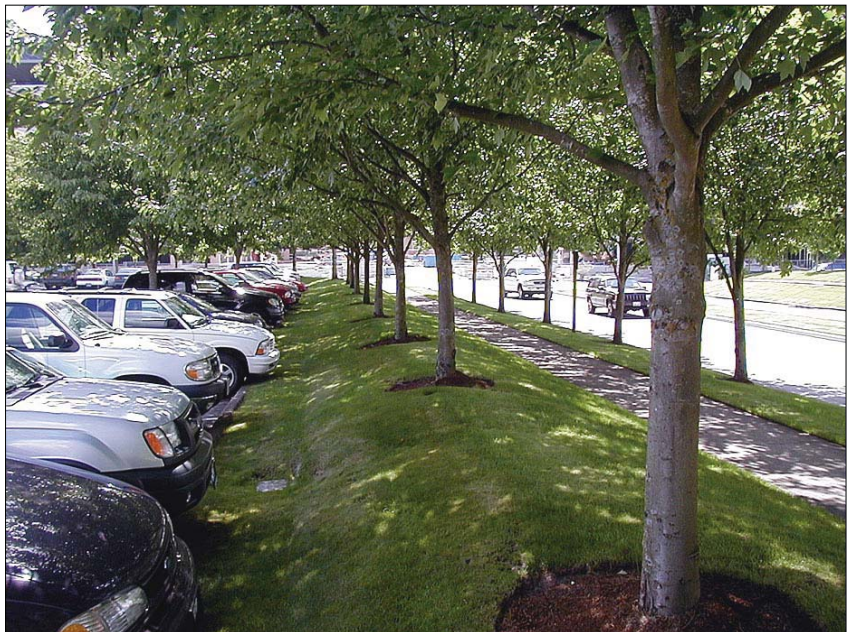
- Whenever possible new buildings should be located toward the front of the lot to maintain a traditional relationship with the road.
- Buildings should be arranged to help form and protect public and private open space.
- Driveway cuts should be restricted in number and width (preferably one per lot), dependent on needs for truck and emergency access.
- Driveways shared by two or more lots are encouraged.
- Loading and dumpster areas should be located towards the rear of the lot, and adequate space and clearance should be provided for the maneuvering of trucks as needed.
- The visibility of rear and service entrances, loading docks, trash receptacles, dumpsters, and service areas should be restricted from public view.
- Site utilities should be placed underground to the extent possible.



Buildings maintaining a traditional relationship to the road

Parking

- Parking lots should be located to the side or rear of the lot.
- Parking areas should be landscaped and graded to create broken vistas, so there is no panoramic view of asphalt and cars.
- Large parking lots should be broken down into smaller parking areas separated by landscaped islands of vegetation.
- Parking lot design should provide a maximum of 60 spaces between landscaped islands.
- The combined minimum size for islands should be no less than 5% of the entire parking lot area.



Parking landscaped and graded to create broken vistas

Site Design and Landscaping

- The appearance of front yards and side yards visible from the public way should be attractive from both the pedestrian and vehicle vantage points.
- Perimeter landscaping should be provided around all commercial lots where they abut the street or residential lots.
- Street trees, furniture and other property edge improvements should be designed to relate to the building and site design, and not hide the businesses or store entrances from the road.
- Planting of trees along sidewalks and front property lines is recommended. In general, small deciduous trees should be considered for most locations.
- Clusters of trees spaced at variable distances are encouraged over lines of equally distant trees.
- Plantings selected from a pool of resilient, salt tolerant species, and perennial grasses are recommended for areas adjacent to parking and public roads.



Trees and perimeter landscaping around parking lots

Pedestrian Amenities

- Good pedestrian connections should be provided along the sidewalk and in front of stores. Sidewalk areas should be provided in larger parking lots where possible.
- The use of bituminous pavement for sidewalks and walkways should be avoided in favor of better quality materials.
- Multiple store sites should provide outdoor public space for sitting and small-group interaction at visible locations.
- Outdoor public space should be equipped with benches, trash receptacles, bike racks, and pedestrian lighting.
- Outdoor sitting areas should be attractively landscaped with shade trees and decorative plantings.
- Pedestrian-scale light fixtures should be used within parking lots, designed to shine entirely on the lot.



Pedestrian amenities at the Garden City Mall, Rhode Island

Building Design

- Building entrances should be clearly recognized. Main entrances must be located on the façade facing the road and on multiple façades when fronting more than one road.
- The architectural elements of the building should be articulated to create a complex sense of scale and proportion.
- To the extent practical, buildings should be “animated” with architectural features, entrances, and windows that create transparency between the interior and the exterior.
- Changes in materials, variation in the façade plane through bays, and articulation of structure, ornament or roof forms are encouraged.
- Long, unbroken expanses of wall and, conversely, random changes in proportion, materials and design should be avoided.
- Exterior walls longer than 60 feet visible from public areas should be articulated with glazed openings, projections, recesses or decorative elements.
- At least one-third of the ground-level frontage should be window or door openings.
- Rooflines should be distinguishable as the top of the building line and should have cornice treatments or caps, roof overhangs, stepped parapets or similar design elements.



Example of façade articulation along Franklin commercial corridors

Exterior Materials

- Building finish materials should be of high quality, preferably natural wood and stone, or integrated and textured masonry.
- Exposed roofing materials may be asphalt shingles, clay tile, slate, concrete tile, or ribbed metal.
- All side and rear walls visible to the public right-of-way or adjacent properties should have the same or comparable quality exterior materials applied to them as the front façade.
- Building color patterns may vary within any building façade, but strong or bright colors should be limited to decorative elements.



Good quality exterior materials in Lexington, Massachusetts

"Big-Box" Development

Large-scale developments and corporate prototypical design can be detrimental to community aspirations and sense of place when they result in massive individual developments that do not contribute to or integrate with their surroundings.

These guidelines are a response to large developments whose strategy dictates design that is indifferent to the identity and character of Franklin. Large developments depend on high visibility from major public streets and highways. In turn, their design determines much of the character and attractiveness of major streetscapes. The marketing interest of many corporations, even with strong image-making design by professional designers, can be detrimental when individual developments do not contribute to the Town of Franklin in a positive way.

These guidelines were developed to ensure that future development fits with the expectations and meets the needs of the community, and that a high level of quality is introduced in the design of large, prominent buildings. The standards and guidelines for big box development require a basic level of architectural variety, compatible scale, safe pedestrian access and mitigation of negative impacts. They are by no means intended to limit creativity; it is the DRC's hope that they will serve as a useful tool for developers and design professionals engaged in site-specific design in context.

The following guidelines apply to the design of large commercial buildings (over 10,000 square feet per floor) *in addition* to any other applicable guidelines contained in the previous sections. Applicable site planning and landscaping guidelines include all the general site guidelines and specific guidelines for commercial corridors listed above.

“Big Box” Design

- Buildings should have architectural features and patterns that provide visual interest at the pedestrian scale and incorporate local character detailing, while avoiding massive aesthetic effects.
- Traditional entry elements and features that give orientation and create aesthetically pleasing character to the building should be used.
- Entry features can include: canopies, porticos, overhangs, recesses, projections, peak roof forms and gables, etc.
- All facades visible from a public way, adjoining properties, public streets or neighborhood should be carefully designed to contribute to the pleasing scale features of the building
- Facades greater than 100 feet in length, measured horizontally, should incorporate wall plane projections or recesses having a depth of at least 3% of the length of the facade and extending at least 20% of the length of the facade.
- Ground floor facades should have arcades, display windows, entry areas, canopies, awnings or other such feature along no less than 60% of their horizontal length.



“Big box” development illustrating façade articulation, California

“Big Box” Design (continued)

- Repetitive elements at intervals of no more than 30 feet, either horizontally or vertically, should be used.
- Expression of architectural or structural bays through a change in plane no less than 12 inches in width, such as an offset, reveal, or projecting rib is recommended.
- All facades should include color, texture, or material module changes; at least one of these elements must repeat horizontally.
- Exterior building materials should be of high quality and include, without limitation: brick, wood clapboards, wood trim, and stone.
- Variations in the rooflines should be used to add interest to, and reduce the massive scale of large buildings.
- Roof features should be compatible with and complement the character of adjoining buildings and neighborhoods.
- The use of parapets to conceal roof top equipment is encouraged. Parapets should incorporate three dimensional cornice treatments.
- Loading, dumpsters and service areas should be screened from public view.



“Big box” design illustrating use of quality materials, Belmont, Massachusetts

Signage

The primary function of a sign is to identify a property or business and direct customers clearly and easily to the desired location. Additionally, signage can unify the street-front or building facade by creating an organized pattern of information. Signage can be used to activate a building's facade by introducing color, texture and sophistication.

All signs should serve as an integral part of the immediate surroundings. In general, well-designed signs increase the visual quality and character of the business being served as well as the Town of Franklin. Because they are viewed publicly, signs can either add or detract from the community image.

Signs not only enhance the architecture, but also support the intended function of the business being advertised. Sign type, style, materials and color should be compatible with the building and the site. Sign content should generally be limited to the individual establishment name or place name, however it may also consist of logo or icon. Secondary signs may include some description of services or products sold.

Signs come in basically three types: wall signs (including window signs and awnings), projecting signs, and freestanding signs. Roof signs are not common in Franklin and are generally not permitted. Specific restrictions and dimensional requirements for signs are contained in Section 185-20 of the Town of Franklin Code.

Types of Signs

Wall Signs: Wall signs are widely used in the Town of Franklin as a means of identification. Wall signs are helpful when located over doorways or over storefronts, and all wall signs must be well integrated with the existing or proposed building architectural features.

Projecting Signs: Projecting signs (perpendicular signs), if small and of high design quality, can be effective and eye-catching. The shape and size of projecting wall signs should relate to the proportions of the structure or the portion of the building affected.

Freestanding Signs: Freestanding signs should be incorporated into the street side landscape buffer, and appropriately transitioned into the landscape by incorporating a base and supporting structure that utilizes building design features and materials.

General Guidelines

The following sign guidelines apply to all commercial signs in the Town of Franklin, regardless of their location. Specific guidelines for signs in the downtown or the commercial corridors are provided in subsequent sections.

- Signs displaying product names and logos should be directly associated with the principal service or products of the establishment.
- Signs should be compatible with the building, neighboring buildings, and the character of the Town of Franklin as a whole.
- Signs should present a clear message and be compatible in terms of type, size, color, and material with the building they serve.
- Building signs and graphics should be clear and well designed. The style and placement should complement the architectural character of the building.
- A series of individual letters placed on a building in such a way that, when seen from the distance, they form the name of a business or a brand name should be considered to be one sign, and as such, be subject to all the applicable guidelines and limitations.
- In a multiple storefront building, the signage should be of a size, location, material and color that relates harmoniously between bays.
- Signage that covers or obscures significant architectural details of the building should be avoided.



Example of compatible signage and architecture, Hopkinton, Massachusetts

Wall Signs

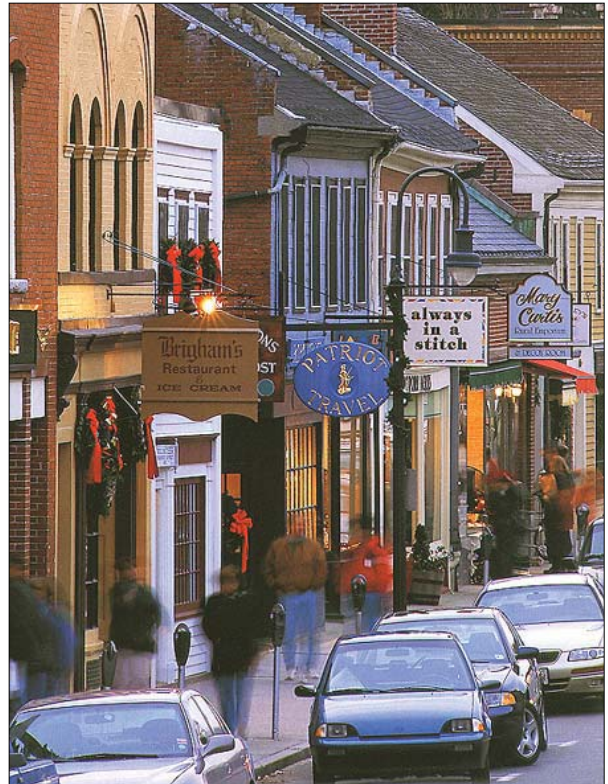
- Storefront design may provide a signage band element, or a space clearly defined by architectural elements, trim or moldings, where signs may be placed above the storefront windows.
- The size of wall signs should not exceed 20% of the storefront area or 10% of the entire façade (whichever is smaller).
- Signage band elements should extend along the entire length of the storefront, and the type and location of signs within the band element must be consistent.
- All wall signs in a multi-tenant building should be coordinated and display a consistent attitude toward design.
- Window signs, such as information signage (hours of operation, sales info, etc.) should be high quality vinyl die cut letters or painted directly on to the glass.
- All window signs combined, including temporary signs, should not cover more than 20% of the total glass area (these signs need design review and approval as well).



Wall signs on Franklin Main Street

Projecting Signs

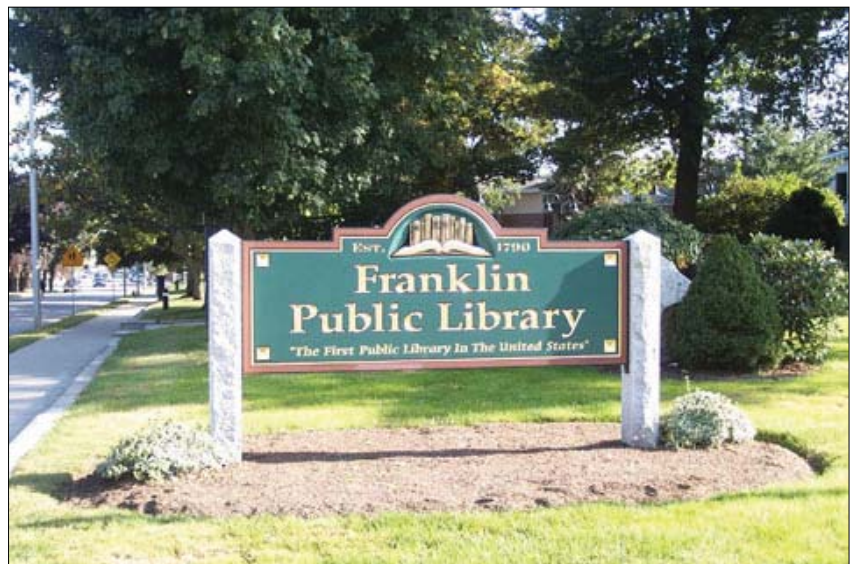
- Projecting signs may be allowed only for retail uses, and should convey information in a unique and artistic way, utilizing images that convey the goods or services provided at the premises.
- Projecting signs should hang below the sill height of the second floor, or the roof cornice (whichever is lower).
- A sign attached at right angles to a building should have no more than two faces.
- Projecting signs should not be lower than eight (8) feet or project more than five (5) feet from the building.



Projecting signs in Concord, Massachusetts

Freestanding Signs

- Freestanding signs in general should be compatible in design and materials with the design of the building they advertise.
- The use of wood, metal, and stone piers for ground signs is encouraged.
- Exposed structural supports for freestanding signs are discouraged.
- Attractive landscaping around the base of a sign is recommended to enhance the sign and the image of the business.
- Single pole signs should be avoided.



Good quality freestanding sign materials (Franklin Public Library)

Materials and Colors

- Durable, high quality materials should be employed, compatible with the design and materials of the building.
- Signs utilizing light-colored letters against a dark background and signs on awnings advertising the name of the business or organization are encouraged.
- Plastic materials may be employed if used in combination with higher quality materials, or as part of individual internally lit letters or symbols.
- Internally lit signs with white-color background are strongly discouraged.
- Signs on awnings are encouraged where appropriate (i.e., in the area of wide sidewalks or on the sunny side of the street).
- For multiple storefront buildings with signs on awnings, awning design and color as well as type and location of signs should be consistent throughout the building.
- Paper signs and temporary signs taped directly on to the glass are strongly discouraged.



Good quality sign materials in Woodstock, Vermont

Illumination

- Directly illuminated signage should be from a series of gooseneck or similar extended arm fixtures, which direct light to the façade and are compatible with the design of the building.
- Internally lit signs may be allowed if they are attached to the building façade and comply with all the other applicable guidelines.
- Exterior lighting of freestanding signs with ground or sign-mounted fixtures is encouraged.
- Neon signs advertising only a business name, illuminating at a steady, even light level, may be allowed if located behind the façade glass.
- Moving or flashing signs, or signs that cast glare onto residential areas or public roads are not allowed.



Directly illuminated signage

Downtown Franklin

The following guidelines apply to all signs located in downtown Franklin, *in addition* to the general sign guidelines listed above.

- Signage in downtown Franklin should not be designed for the passing vehicles except at low speeds, meaning pedestrian-scale signs.
- Signs should employ materials, colors and typefaces that complement the primary architectural style of the building.
- Signs on a row of storefronts on the same building should all be of a similar type, size, material and proportion.
- Wood and metal signs are encouraged due to their traditional character. Plastic in general is not recommended for the downtown.
- Color schemes that are generic and associated with the logo or standard building designs of chain operations should be modified to provide a unique design, employing colors and materials consistent with the village character of downtown Franklin.
- Signage above the sills of second story windows should be confined to painted letters on window glass provided these signs advertise the organizations therein.
- Freestanding signs should be limited to buildings that have a significant setback or are otherwise not visible from the street or sidewalk.
- When converting residential buildings to commercial use, signs, except for those of the small "name-plate" variety, should be of the freestanding type.



Unique design consistent with village character

Commercial Corridors

The following guidelines apply to all signs located in commercial areas outside of downtown Franklin, *in addition* to the general sign guidelines listed above.

- Buildings and signs along commercial corridors should display a common identity, compatible with neighboring residential areas.
- Wall signs on multi-tenant buildings should be compatible with one another, and should be scaled to read from the parking lot.
- In new buildings with multiple storefronts, a signage zone should be designated just above the level of the storefront if wall signs are to be employed.
- Signs may extend across the entire sign zone, yet they should be designed to fit within the vertical elements that define individual storefront bays.
- Multiple store sites may have a single freestanding ground sign advertising the name of the complex and listing the most significant businesses located within its premises.
- Ground sign design and materials should be of the highest quality and durability; exterior lighting should be provided by means of ground or surmounted light fixtures.
- Signs located above the sill of second story windows should not be allowed, except by special wall signs identifying a hotel or the principal user of a large commercial building.
- In the case of special wall signs, the location and size of the sign should be integrated with the building architecture.



Signage zone in new buildings along Franklin commercial corridors

Appendix A – Glossary of Terms

There are many traditional terms that are used to describe portions of buildings and storefronts. Because some of these terms are used in the guidelines, this glossary has been prepared.

Awning - An element projecting from and supported by the exterior wall of the building, constructed of fabric on a supporting framework, for the purpose of providing shelter or shading windows.

Canopy - A permanent roof-like shelter extending from and supported by the exterior wall of the building, constructed of some durable material such as metal or glass.

Canopy Sign - A sign painted on, printed on or attached flat against a canopy or marquee.

Composition - See Appendix B on architectural concepts.

Cornice - An element at the top edge of a wall where it meets the roof, which usually is profiled to overhang the wall.

Dormer - A small, roof covered projection from a sloped roof.

Façade - Any side of a building which faces a street or open space.

Fascia - A facing board used as trim, this term is also sometimes used to refer to the signboard (see below).

Fenestration - The door and window openings in a building facade.

Gable - The vertical surface that connects two or more sloped roofs.

Landscaped Area - The part or parts of a lot developed and permanently maintained in grass and other plant materials, in which the space is open to the sky and is free of all vehicular traffic, parking, loading and outdoor storage.

Lintel - A spanning element above a window, typically seen in masonry construction.

Mansard - A roof with steeply sloping sides, rising to a relatively flat roof at the top.

Massing - The overall form of a building.

Pedestrian-oriented - Describes an attitude or accommodation in which the pedestrian is the primary consideration.

Pilaster - A decorative column or pier that is inset into the face of a wall.

Glossary of Terms (continued)

Signboard - An area of the storefront above the glazing, which was often ornamented and became the traditional location for signage. The term "fascia" is sometimes used for the same element.

Setback - The minimum horizontal distance between the street or way line and the line of the building.

Style - See Appendix B on architectural concepts.

Symmetrical - Having a regular or balanced arrangement of elements on opposite sides of a center or axis.

Transom - The glazed or solid panel immediately above a door.

Yard, Front - A yard extending across the full width of the lot and lying between the front line of the lot and the nearest line of the principal building or structure.

Vehicle-oriented - Describes an attitude or accommodation in which the vehicle is the primary consideration.

