

APPENDIX III

DESIGN GUIDELINES FOR THE HAMPTON FALLS TOWN COMMON DISTRICT, HAMPTON FALLS, NEW HAMPSHIRE

ADOPTED:	July, 2014
AMENDED:	August 21, 2013
	May 27, 2014

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Design Guidelines for the Hampton Falls Town Common District Hampton Falls, New Hampshire

July 2013 (Draft 2: Aug 7, 2013) (Final: 8.21.13 and 4.18.14, Amended at hearing, 4.22.14)

A. INTRODUCTION

The Town of Hampton Falls *Design Guidelines* have been developed to guide the appearance, form, and functioning of the zone known as the Town Common District. Hampton Falls has recognized that in order to preserve an economically and culturally viable Town Center, an active effort must be put forth to provide an attractive, relevant destination.

Part of that effort includes a comprehensive set of design guidelines that can be used to direct and evaluate future development endeavors in the Town Common District. It is also recognized that enhanced building design projects a positive image that attracts users to the Center and will contribute to the vitality and economic success of the community.

The *Guidelines* are meant to illustrate Design Standards in the Site Plan Review process and other design regulations in various sections of the Hampton Falls' Zoning Ordinance. By articulating as well as illustrating the Town's expectations for development, it should serve as a useful tool for developers, design professionals, Planning Board members, and Town Staff.

The provisions of the *Guidelines* apply to all retail, commercial, multi-family and residential development in Hampton Falls' Town Common District. It applies to new construction as well as expansions, renovations or redevelopment of existing buildings and sites.

There are two main functions of the *Guidelines*.

First, they will provide guidance to landowners and developers in the early stages of planning and design, to address the question of "What is Hampton Falls looking for?"

Secondly, it will be used as a benchmark by the planning staff, Planning Board, and peer reviewers to evaluate development proposals as part of the review processes to address the questions of "Does it meet the Town's criteria?" and "What will it look like and how will it function?"

Implementation of the design guidelines relies heavily on the services of architects, civil engineers, and landscape architects working as either consultants for developers and peer reviewers for Hampton Falls. The *Guidelines* will be administered by the Planning Board through the Site Plan Review process. The *Guidelines* will be applied to developments that require site plan approval from the Planning Board, (subject to the waiver provisions in the Site Plan Review Regulations.)

The *Guidelines* are not designed to produce immediate results. Like a Master Plan, it provides a framework for the future. The process is intended to ensure that site plans are reviewed efficiently and consistently by the Planning Board, resulting in high quality development that contributes to Hampton Falls' overall aesthetics.

B. THE COMMUNITY

Hampton Falls prides itself on being a rural, New England, small business community with roots in agriculture and the mills community. It is committed to preserving and maintaining this character and the environment through its land conservation efforts and new building development. The *Guidelines* will serve this effort by aiding and reinforcing the desired aesthetic and environment.

C. ARCHITECTURAL INTENT

Hampton Falls Design Standards establish guidelines for new or renovated buildings that will complement the existing historic context and embrace future design. The guidelines are not intended to dictate building styles; rather they provide assistance for residential and commercial development.

These guidelines are intended to supplement and illustrate various sections of the existing Hampton Falls Zoning Ordinance and the Site Plan Regulations. The provisions of these guidelines vary from district to district.

D. DESIGN OBJECTIVES AND PRINCIPLES

Well-designed buildings that reinforce Hampton Falls' character. The primary architectural styles found in Hampton Falls' include:

- New England Colonial
- Cape Cod
- Salt Box
- Georgian
- Federal
- Greek Revival (1, 1.5 and 2 story gable front homes)
- Barn/Farm Structures

Examples of primary architectural styles



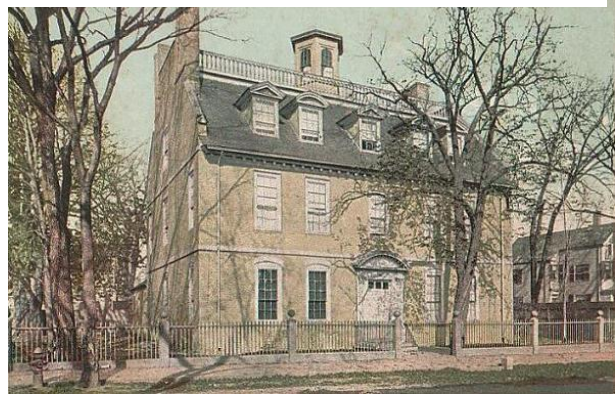
Well preserved New England Colonial houses in historic Marbehead, MA. This architectural style remains popular today for a mixture of commercial and residential uses.



Salt Box style, Macy-Colby House, Amesbury, MA



Greek Revival, Eastman House, South Berwick, ME



Georgian Style, Warner House, Portsmouth, NH



New England 'Barn', Windham, ME



Federal Style, Hamilton Hall, Salem, MA

Design Guidelines for the Hampton Falls Town Common District



Cape Cod Style

DESIGN OBJECTIVES AND PRINCIPLES, CONTINUED.

- Good buildings thoughtfully consider scale, form, orientation, height, setback, massing, materials, and architectural features.
- Buildings that present a 'front door' to the street and make a positive contribution to the streetscape.
- Buildings that are designed to address human scale, comfort, enjoyment, and safety of the users.
- Buildings that are designed as permanent, positive additions to the community, constructed of high quality, long lasting materials.
- Street corners that are treated as special places.
- Older buildings that are restored and/or reused to maintain the integrity of Hampton Falls' historic heritage.

Examples of existing, appropriate building style in the Hampton Falls' Town Common District



Examples of existing, appropriate building style in the Hampton Falls' Town Common District, cont'd



1. Streetscape/ 'street wall' concept

A critical element to Site Plan development and its consistency in the District is continuity of building massing at the front property line. A continuous line of street facades can invoke a sense of place through the understanding that the community has developed along a distinct pattern, lending sense that pedestrians are welcome to browse the storefronts. Although not always possible or practicable, providing building or site design elements at the property line is encouraged, and noticeable gaps or other discontinuities at the street line are discouraged. Any break in the street wall should be resolved as open space plaza for public art, pedestrian seating area, or the like. This type of interrupted street wall will be permitted only in limited areas where a continuous building façade is impractical.

Examples of various continuous Streetscapes in New England Town Centers



Bristol, Rhode Island



Kennebunkport, Maine



Portland, Maine



Concord, Massachusetts

Examples of various continuous Streetscapes in New England Town Centers, continued



Portsmouth, New Hampshire



Newburyport, Massachusetts

Example of the relationship between Vehicular Space, Pedestrian Sidewalk and Street Wall
(This is to be used as an educational tool and illustration, not exact specifications, at this time.)



Vertical
Street-----Pedestrian Way-----Vehicular Way-----
Wall

2. Additions, renovations and adaptive re-use

In many instances building owners will be seeking guidance to renovate, refurbish or maintain existing structures. The design presentations for these modifications should follow the same principles.

Renovations or additions offer an opportunity to add visual interest to existing buildings and to strengthen their relationship with the site and nearby structures. Hampton Falls expects high quality architectural and site design for all renovations and additions.

Where an existing building currently meets the design guidelines, proposed renovations should:

- Be designed to respect the proportions, window and door patterns, and details of the original building.
- Complement or match the materials, colors and detailing of the original building.

Where an existing building does not meet the design guidelines, the owner is strongly encouraged to:

- Upgrade the most visible portions of the entire structure.
- Demonstrate how the materials used in the renovation will complement the existing structure.

Examples of encouraged building additions



Building addition relates with an historic reference to a Main House and secondary barn structure

Examples of encouraged building additions, continued



Building expansion is secondary to the primary structure, while still displaying an architectural relationship in building details and style

Examples of a discouraged, unbalanced series of building additions



Building expansion is unarticulated, exhibiting little definition with regards to building hierarchy.

3. Multi-family and mixed-use structures, large individual developments of varying uses

Building massing and style should be distinctively residential in character, drawing on the historical design elements that are contextually consistent with regional New England architecture. Historical and traditional design elements are encouraged.

Primary roof pitches consistent with single family, residential design, e.g., minimum pitch of 6/12. New England traditional or vernacular styles are preferred. Material should be consistent with the architecture of the building. Composition shingle material is acceptable, providing that it is of high quality and provides architectural definition to the tab shingle to emulate traditional wood shingle styles. Slate or metal roofing is permitted, provided it is consistent with the architectural style of the building. Gutters and downspouts are encouraged to provide drainage away from foundations, but should be consistent with the other architectural elements of the building. The installation of appurtenances (chimneys, cupolas, widow walks) on the roofs of all buildings is encouraged to convey the look and feel of residential use. These features should be designed to appear functional, meet all codes and zoning requirements while remaining a design feature; scaled appropriately to the overall, primary building design and its massing.

Eaves and roof overhangs should be incorporated into the design of the roof to provide a distinct shadow line. Where possible, roofs and eaves should have projections and recessions to break up the linearity of large roofs.

Design of the facade should be highly detailed and articulated to be compatible with the scale and sensitivity to the residential uses of the project. Facades should have a well defined foundation, a projected and recessed wall element, and articulated cornices to provide the scale and character of a typical single family residence.

Building entrances must comply with all current accessibility regulations; however, the use of ramps and lifts is discouraged. Buildings should be designed with entrances that are barrier free for the intended use. The use of sloping entry walks, covered entryways, porticos, arcades, and covered porches is encouraged. Where grade separation of an entrance is required because of site topography, accommodation should be provided in the architectural detail of the entry to allow barrier free use by building residents and visitors.

Doors and windows should reflect residential detailing in design and placement. The use of cornices, architectural moldings, side lights, transom lights, and raised panels in doors is encouraged. The use of opening sash windows with true divided lights, or detailing to convey the character of divided lights is encouraged. The use of shutters consistent with the architecture of a building is encouraged.

Material chosen for exterior elements should be consistent with the intent and use of materials traditionally found in residential design in New England. Siding materials, such as clapboards and shingles, are preferred. The use of new materials which reduce maintenance, but emulate the look and feel of traditional materials, is encouraged. The use of trim to provide detail at the eaves, corners, gables, pediments, lintels, sills, quoins, and balustrades is encouraged. The use of bays, towers, cupolas, cross gables, and dormers to provide unique character to a building and provide articulation of the facade is encouraged. The color palette chosen for any building should be consistent with traditional residential colors.

Encouraged Multi-Family and Mixed-Use Developments with varying rooflines and massing.



Encouraged Multi-Family and Mixed-Use Developments with varying rooflines and massing, cont'd



Discouraged Multi-Family and Mixed-Use Development. The roofline could be further articulated to relate more closely to a single family structure.



4. New one story structures

Buildings with multiple storefronts (e.g., strip shopping centers, one story office buildings) should:

- Be visually unified through the use of complementary architectural forms, similar materials and colors, consistent details, and coordinated signage.
- Variations in the front setbacks are strongly encouraged to add visual interest, create spaces for common entries, outdoor eating / social spaces, and landscaped spaces.
- Where covered walkways are used, they should extend the full length of the facade.
- Pedestrian entrances to each business should be clearly delineated to convey a sense of individuality. This can be accomplished by:
 - Architectural detailing
 - Roofline breaks
 - Landscaping, lighting or a combination of these elements.

Encouraged One Story Buildings with appropriate architectural detailing, massing and articulation



Discouraged, unarticulated One Story Building



5. Drive through structures

Drive Through and Convenience Stores should be sited to face the street. Pump islands, accessories functions and canopies should be located in the rear or on the side so the primary building is the major feature seen from the road. Where canopies are used they should:

- Be integrated into the design of the main building through their use of scale, color, and detailing, massing and other architectural treatments.
- Be secondary in scale to the main building.
- Canopies should complement the main structure through consistency in roof pitch, architectural detailing, materials, and color.
- Pitched roofs with fascia trim are preferred for canopies.
- Bands of bold color on the canopy and backlighting inside the canopy are discouraged.
- Consideration should be given to making the site as visible as possible to ensure the safety of the patrons.

Encouraged canopy designs- as an extension of and congruous with the main structure



Discouraged canopy bears no resemblance to its primary building and overshadows it



E. DESIGN GUIDELINES

1. Building Facades and Entries

a) Primary Facades, Front Elevations and Entries

The front facade or '*Street Wall*' (the facade facing the street) should be designed as the front of the building.

- The front elevation must contain a front door, and/or windows.
- Building entrances should be visible from the street and provide unobstructed areas for pedestrians.
- Where two-story buildings exist, the facade of the upper floor(s) should be visually related to the ground floor through repetition of design elements, e.g., color, materials, window treatment, and detailing that will unify the structure and help frame the ground floor.
- Building entrances must comply with all current accessibility regulations; however the use of ramps and lifts is discouraged.
- Buildings should be designed with entrances that are barrier free for the intended uses.
- Where grade separation of an entrance is required because of site topography, accommodation should be provided in the architectural detail of the entry to allow barrier free use by building occupants and visitors.

b) Street Corner Buildings and Corner Entries

- A building on the corner of two public streets should be located as close to the intersection as allowed by code.
- Buildings on corners are recommended to match the maximum allowable buildable height for the zone. This will add mass and visual prominence to the street.
- All buildings on corner lots should have a second story with a usable floor area or the appearance of such.
- On corner lots, the main entrance should face the major street, or be located on the corner of the building.
- The architectural treatment of the corner should emphasize its prominent position. This can be accomplished by:
 - Greater massing
 - Unique detailing and lighting, or
 - An inverted condition where the Pedestrian Open Space is amplified (see images below).

Corner building with entrances and pedestrian activity facing both major streets.



Example of pedestrian Open space defining a street corner.

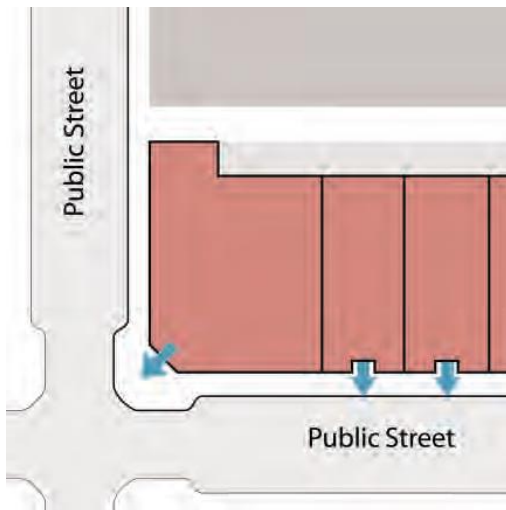


c) Secondary Facades, Rear Facades and Secondary Entries

Buildings walls that do not face a public right-of-way or pedestrian route, or are not readily viewed from a public right-of-way are considered Secondary Facades.

- Secondary entrances to stores and shops should be encouraged where practical, particularly on blocks where public parking or pedestrian walkways are located behind buildings.
- Secondary and Rear entrances to stores and shops should be attractive, safe and inviting (See Lighting Section of these Guidelines), and should be characterized by design treatments that are comparable to front entrances.

Retail Entries on Primary and Secondary Streets.



d) Blank Walls

Blank walls should not face adjacent structures, roadways, residential areas, or other public viewpoints. Facades should not extend for more than 35 horizontal feet in length without incorporating architectural features such as or a combination of:

- Pilasters or vertical breaks of the buildings siding and/or mass,
- Windows (and shutters where applicable),
- Cornices,
- Porches, corners, or offsets.
- Where the wall plane is broken, the offset should be proportional to the building's height and length.
- Projections used to break up the mass of the building should extend to the ground.

Examples of Blank walls where architectural features could have been implemented.



e) Building Material: Siding, Roofing Dormers and Trim

Buildings should be constructed of traditional, high-quality materials common to Hampton Falls.

Encouraged materials may include:

- Brick, both clay and cement (Many modular brick sizes are available. Sizes and colors must be carefully chosen to fit within the context of the Town Common District).
- Clapboards
- Shingles
- Stone or simulated stone (limestone, granite, marble, and slate)
- Vertical boards
- Mill-finish or machine-finished metals (aluminum, copper, galvanized steel, zinc, etc)
- Pre-finished metals in natural or traditional colors
- Decorative composite fabrications such as columns, pilasters, and other decorative architectural elements
- Glass (In fenestration applications)

Discouraged materials include:

- Metals with non-traditional finishes
- T-111
- Untreated Plywood
- Particle Board
- Plastics
- Fabrics (except for awnings or entrance canopies)
- Concrete Block
- Multi-colored Brick
- EIFS
- Glass Block

Contemporary materials with the same visual characteristics as traditional materials (e.g., cement plank clapboards) are acceptable if properly detailed with surface textures and trim at openings, corners, and changes in material. Painted medium density overlay (MDO) plywood is acceptable when used as a secondary material in combination with traditional materials to give it scale. Long-term maintenance needs should be a consideration in the selection of all building materials.

Facade colors should be low reflectance. The use of high intensity, high reflectance, chrome, metallic, or fluorescent colors, or black is discouraged as the primary color.

Arbitrary changes in materials or embellishments that are not in keeping with the rest of the building are discouraged.

Traditional materials used in new construction to blend with historic surroundings



Dormers, shutters, cupola, front porch and articulated entry are all details that reflect qualities of an historic center.



A variety of architectural elements can evoke the sense of a building having evolved over time. This structure features multiple dormer styles, siding materials and massing to support the idea that it has a history within the community.

f) Roofing and Eaves

In order to promote the desired residential character of the Town Common District, the use of varied roof forms from building to building is encouraged. Adjacent buildings need not have matching types or slopes. However, the roof design should address the context of the building and adjacent roof form. Also roof heights from building to building should not vary widely, but are preferred to adjust gradually.

The following roof forms are suggested, but the building designer has a great deal of latitude in selecting a roof form appropriate to the façade design and building use:

- Gambrel
 - A two-sided roof with two slopes on each side, together creating an obtuse angle. The upper slope is positioned at a shallow angle, while the lower slope is steep.
 - Rules of Thumb: For basic gambrel calculations, the angles of each side must add to 90 degrees. That means if the slope of the top portion is 30 degrees, the bottom angle must be 60 degrees. Gambrel roofs usually have a gentler top slope and a more sharply pitched bottom slope. The 90-degree rule applies regardless of the width of the roof sections.
 - Most Common Pitches (top to bottom): Use 7-12 for the top pitch, meaning it slopes 7 inches per foot of run or the distance from the peak to where the second slope begins. Figure the bottom slope the easy way -- reverse that to make the lower slope a 12-7 pitch.
- Hip
- Mansard
- Gable
- Flat (Although this is not encouraged, as a rule, unless working with an existing structure with an existing flat roof structure. The use of parapets is recommended and may be necessary to meet building code requirements.)

Preferred materials for visible roofing areas:

- Architectural Roof Shingles
- Slate
- Standing Seam, non-glare metal

Considerations:

- Prominent roofs should have a minimum pitch of 6/12 (ratio of rise to run), unless demonstrated to the Planning Board's satisfaction that this is not a practicable from of engineering or other technical standpoints.
- Roofing materials should complement the color and texture of the building's facade. Roof colors should be muted earth tones or a color that is darker than the facade.
- Eaves and roof overhangs should be incorporated into the design of the roof to provide a distinct shadow line.
- All roofs should be designed to shed snow, ice, and rainwater in a manner that does not cause a safety hazard or interfere with pedestrians or vehicles.
- The use of cupolas, dormers, chimneys, and other roof projections is encouraged, provided they are designed as integral parts of the structure and do not appear arbitrary.

Encouraged Roof Types (Flat Roofs are limited to existing conditions where a viable solution does not exist for the improvement.)



Gambrel



Mansard



Gable



Hip

Discouraged:

- High gloss roofing materials are prohibited.
- Stripes and patterns on the roof are strongly discouraged.

Discouraged Roof Types



Resembling mansards, these buildings display inappropriate proportions and details.

g. Dormers

The use of dormers is encouraged to promote the desired residential character of the Town Common District.

Dormers are encouraged to be incorporated with purposeful space within the roof structure of a building, and not just applied decorative elements. Alternatively, decorative dormers could be designed, provided they are proportioned and detailed as though they are functional.

- Dormer design should be consistent with the context of the overall appearance of the building.
- A variety of dormer configurations are encouraged within the context of surrounding buildings, including but not limited to
 - Shed,
 - Gable,
 - Hip.
- The quality of materials used for dormer construction should be equal to the quality of the balance of the building. Dormers are intended to be used as accent elements in façade design.
- Dormers should not extend for more than 50% of the façade length, and should not be placed closer to the end of a roof than the width of face of the dormer.

Examples of Dormers: Styles and Placement on Roof



Gable Dormers on Hipped Roof



Shed Dormer on Gambrel Roof

F. FENESTRATION AND DECORATION: DOORS, WINDOWS, SHUTTERS AND AWNINGS, SIGNAGE AND LIGHTING

1. Doors and Windows

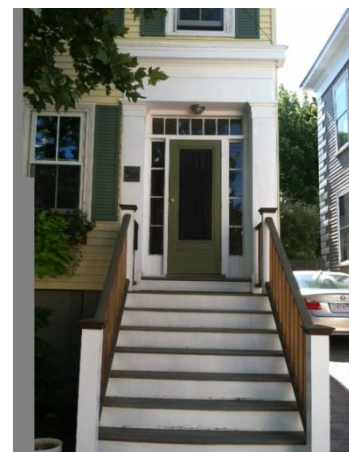
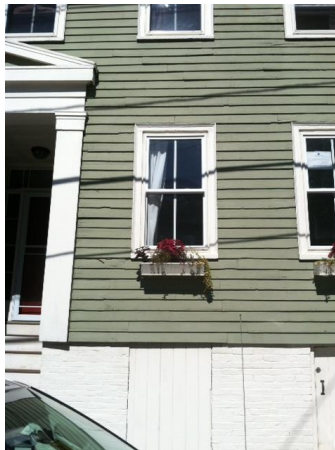
Doors and windows should be entirely consistent with the architecture of the buildings in design and placement.

A wide range of material for doors and windows is acceptable. The use of commercial, anodized or painted aluminum or steel storefront assemblies is discouraged.

Architectural Features to accompany doors and windows are encouraged and include

- Cornices,
- Architectural moldings,
- Side lights,
- Transom lights,
- Raised panels.

Examples of encouraged window and door details



2. Bay Windows

Bay windows are a unique means of both adding architectural interest, adding some small additional interior volume without affecting the building footprint, and increasing the amount of daylight and fresh air available to a building.

The use of projecting bay windows is encouraged to promote the desired residential character of the Town Common Center.

- Bay windows should not be applied as decorative elements, but should be incorporated with purposeful space within the façade design of a building.
- Bay design should be consistent with the context of the overall appearance of the building.
- The quality of materials used for bay construction should be equal to the quality of the balance of the building.
- Projecting bays are not appropriate to all architectural styles.
- The use of projecting bays purely for the purpose of adding interior building volume is discouraged.
- The amount of bay window projection into a public way must meet the requirements of the Zoning Ordinance.

Examples of encouraged window bays



3. Storefront Windows

Town Common District developments are encouraged to utilize residential-style windows in order to reinforce the desired residential character. However, use of these types of windows (and doors) at retail frontages is sometimes undesirable due to the lack of functionality as retail display space. In these cases, effort should be made by the designer to incorporate custom details wherever possible to differentiate its building from adjacent buildings in order to avoid the monotonous appearance that can occur with over-use of this material.

- Variations in mullion details and configurations,
- Variations in glass exposure area and
- Variations in color and height are some variables which could be exploited.

The following criteria will be evaluated for the proposed system or units:

- Curtain-Wall systems are generally not acceptable.
- Grade-level glazing systems should be inset similar to a residential window application to achieve the appropriate shadow which would be historically common.
- It is recommended that glazing systems not be continuous to grade, but that a knee wall and trim detailing be placed below the glazing in order to provide a more traditional appearance.

Examples of storefronts that exhibit residential architecture details.



Examples of storefronts that exhibit residential architecture details, continued



Discouraged storefront installation.



Glossy building materials and aluminum framed plate glass create a look dissimilar to the residential details that are encouraged in the Town Common District.

4. Shutters

Where shutters are used, they should be

- Installed as if to function with proper hardware; hinge straps, pintals, and latches,
- Sized to fit the openings and
- Provided for all windows on a given wall.

Examples of shutters installed with proper hardware



5. Awnings

Where awnings are used, both fixed or retractable, they should be an integral element of the architecture. Awnings should be located directly over windows or doors to provide protection from the elements.

Awnings and canopies should not be made of highly reflective materials, nor should they be used **primarily** as advertising features. Their colors should match or complement the facade of the building.

The following general guidelines apply to the design of awnings and canopies:

- Awnings and canopies should be in character with the architectural style of the building.
- Awnings and canopies should be positioned at least eight feet above the sidewalk.
- Awnings and canopies should fit within the frame of the storefront; they should not hide the building's façade, distort its proportions, or cover architectural features.
- Where several storefronts were developed as a single building, they should have awnings of a similar style and similar color.
- Awnings should be made of a durable material that can be easily cleaned.
- Awning and banner colors must take into account the color selection of the surrounding materials, buildings, signs, awnings, and image of the retailer/user and district.
- Valances may be fixed or loose.
- Awnings may be fixed or retractable. Retractable awnings must be kept either in the fully projected position or the fully closed position. Fixed awnings are to have concealed rigid metal frames.
- Under panels are not acceptable.
- The awning material should be taut, not relaxed.
- Awnings are encouraged to be made of solution-dyed acrylic with hand painted lettering where applicable; however, the awning manufacturer should be consulted for their preferred method for quality and lifetime wear.
- Awning signs and logos are limited to a height of 6", and may be placed on the valance only.
- Back-lighting or internally lit awnings are not acceptable.

Encouraged Awning applications



Design Guidelines for the Hampton Falls Town Common District



Discouraged Awnings applications



Back lit, highly reflective, heavily lettered and poorly structured awnings are discouraged

6. Lighting

Building and site lighting generally falls into two categories: Functional and Decorative.

General lighting recommendations:

- Front and rear entries should be adequately but not overly illuminated.
- Most functional, exterior lighting sources should be concealed; where concealment is not practical, light fixtures should be compatible with storefront and/or building design.
- Neon lighting is not allowed. Incandescent, LED, and fluorescent should be encouraged for store identification and accent lighting. Modern, energy efficient lighting will be reviewed and considered.
- Exterior up lighting is allowed to illuminate the outside of a building facade or building details, while maintaining 'Dark Sky' compliance.

Functional light fixtures are typically utilitarian in nature and placed as required to illuminate areas for evening use. Parking lot standards and wall-mount luminaries, sidewalk light bollards and down lights in covered walkways are all examples of this type of lighting.

The fixtures will be reviewed for the following critical characteristics:

- The fixture must have a suitable appearance in context with the surroundings, but also in context with use.
- The fixture must meet its intended function by providing enough light to satisfy safety concerns.
- 'Dark Sky'-compliant fixtures are required. These fixtures eliminate light wash upwards from the fixture housing, minimizing light pollution.
- Excessive light wash over a side or rear property line is not acceptable.
- Light intensity shall be consistent over the area intended to be illuminated.
- Fixture lamp type/color shall be considered. Lamps with a natural color rendering index are preferred, and lamps with monochromatic color rendering are to be avoided. Metal halide or similar lamps are generally encouraged and high-pressure sodium or similar lamps are unacceptable. Fluorescent lamping may be found to be acceptable in certain situations.
- Energy efficiency will be heavily weighted against installation cost.

Decorative light fixtures are typically not used for area lighting, but are installed as decorative elements or as a decorative accent, with the light wash focused on a decorative element.

- The style, proportions and color of the fixture itself shall match the context of the building.
- Additional flexibility may be permitted for lamp color.

Encouraged Post and Wall Mounted Lighting Styles





Discouraged lighting, unshielded and facade mounted



7. Signage

Refer to Hampton Falls' Sign Ordinance.

Graphics used on awnings for identification or advertising should be:

- Designed as an integral part of the signage for the property
- Coordinated with other sign elements in terms of typeface, color, and spacing
- Awning signs and logos are limited to a height of 6", and may be placed on the valance only.

Encouraged Signage



8. Functional elements and screening

All vents, downspouts, electrical conduits, service meters, HVAC equipment, service areas, loading docks, service connections, waste receptacles, storage containers and other functional elements of the building should be treated as integral parts of the design. Meters, utility banks, HVAC equipment, and other exterior service elements should be contained in service closets, screened with walls, fences, or landscaping elements or located out of view from the public.

Building elevations presented for Planning Board review should show the location and treatment of all functional elements.

- The screening system must meet the height of the enclosed elements (6'-0" minimum) and
- The screening system must be shown to be of substantial construction to meet the anticipated abuse of a commercial environment.
- When choosing landscaping elements as concealment, applicants should carefully evaluate the physical characteristics of each site and their own maintenance abilities when making the final selection to ensure that the plantings will survive and achieve maturity in their selected locations.

Mechanical, HVAC, and other equipment mounted on rooftops should be screened from public view or grouped in a location where visibility is limited. Screening for roof-mounted equipment should be designed as an integral part of the architecture to complement the building's mass and appearance.

Where freestanding, non-habitable structures are allowed (e.g., ATMs, garages, service stations, canopies, storage units, recycling sheds, trash enclosures, cart corrals, utility buildings), they should meet the same design standards as the principal building(s) on the site. The design of freestanding structures should be coordinated with the principal building through repetition of architectural forms, materials, colors, and detailing.

Encouraged mechanical containment that related to the style and design of the primary structure. Meters and service connections are located out of sight in the cabinet in the second image.



Containment and concealment examples whose colors and materials match and are appropriate to the primary building.

Discouraged containment and exposed mechanicals



Mechanicals and trash receptacles become a focal point and eyesore when not handled properly.

9. Landscaping

Landscaping should be an integral part of all site plan developments with the preservation of existing, appropriate and/or unique landscaping being a priority.

Applicants should carefully evaluate the physical characteristics of each site and their own maintenance abilities when making the final selection to ensure that the plantings will survive and achieve maturity in their selected locations.

Other considerations should include:

- Incorporate appropriate plantings that are in scale with their surroundings.
- Separate roadways from commercial development by attractive landscape planter strips.
- Incorporate plantings in parking lots to add aesthetic value, reduce their scale, provide canopy shade, reduce radiant heat from the surface, reduce headlight glare, and add seasonal interest.
- Preserve mature trees and other significant landscape features which help define the character of the community.
- Provide screening for less attractive parts of a site or incompatible land uses.
- Help define areas where pedestrians are safely separated from a road or drive pattern.
- Reinforce way finding by emphasizing entrances and circulation patterns.
- Manage invasive species using ecologically sound practices.

G. SPECIAL CONDITIONS

All special conditions will be reviewed on a project by project basis. Not all projects have special conditions.

Some of these conditions may include:

- Outdoor Sidewalk Cafes
- Pedestrian Peninsulas and Islands (Sidewalk Bump Outs)
- Bus Stops and Associated Structures
- Solar/ Alternative Energy Treatments

H. REFERENCES

Salem, NH Design Guidelines, March 2011

Northfield, Ill, Design Guidelines, November 2008

TravelGuideofAmerica.com

City of Redmond, WA, Village Street Design Guidelines, April 2001

Town of Bedford, Ma Design Guidelines

Historic New England, www.historicnewengland.org

American Planning Association, New England Chapter www.nnecapa.org

Rejuvenation Lighting, www.rejuvenation.com