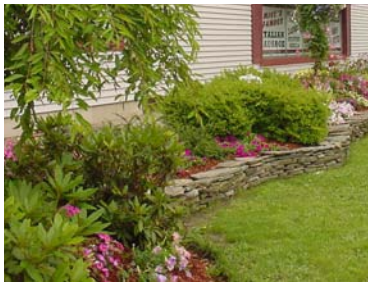
DESIGN GUIDELINES
Salem, NH



March 2011

DESIGN GUIDELINES
Salem, NH

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The **Salem Design Guidelines** were adopted by the Planning Board as part of the Site Plan Review Regulations on March 22, 2010.

DESIGN GUIDELINES

What is the purpose of the Design Guidelines?

The Town of Salem *Design Guidelines* have been developed to guide the appearance, form, and functioning of new commercial and multifamily development and redevelopment within Salem.

The *Guidelines* are meant to illustrate and expand the existing Retail Design Standards in the Site Plan Review Regulations and other design regulations in various sections of the Salem 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.

How are the Design Guidelines organized?

The Guidelines is presented in five chapters:

I: Site Planning
II: Architecture
III: Landscape
IV: Lighting
V: Signage

Each chapter starts with a set of goals that envision what the Town hopes to accomplish by adhering to the *Guidelines* (e.g., reduce visual clutter, protect investments).

Individual chapters are divided into sections that deal with specific issues (e.g., under Signage there are sections on Sign Design, Content, Multi-tenant Properties, and Internally-lit Signs). For each issue the *Guidelines* provide planning objectives and specific design guidelines.

Photographs are used extensively throughout the *Guidelines* to illustrate what would be considered acceptable and what would not be acceptable in Salem. The photographs are representative samples to make the *Guidelines* more reader-friendly. The *Guidelines* are not meant to stifle creativity; in all situations there may be many ways to achieve the town's goals.

Are the Guidelines mandatory?

Throughout the document the word "should" is used to denote that these are recommended guidelines and not mandatory standards. However, the Planning Board encourages compliance in order to facilitate the review of development projects.

Where do the Design Guidelines apply?

The provisions of the *Guidelines* apply to all retail, commercial, and multi-family development in Salem. It applies to new construction as well as expansions or redevelopment of existing buildings and sites.

Most new commercial and multi-family development occurs in the Commercial-Industrial, Business-Office, Town Center, and Garden-Apartment Zoning Districts. Where applicable, there are specific guidelines for each of these districts.

How will the Guidelines be used?

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 questions of "What am I allowed to do?" and "What is the Town 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 the town. The *Guidelines* will be administered by the Planning Board through the Site Plan Review process. The *Guidelines* will be applied to development that requires site plan approval from the Planning Board, (subject to the waiver provisions in the Site Plan Review Regulations.)

What will the ultimate outcome be for the Town?

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

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I. SITE PLANNING

INTRODUCTION

Each property is unique. Plans for development and redevelopment should be based upon a careful understanding of the site and its surroundings in order to meet the requirements of the ultimate user, while meeting the town's goals for functionality, safety, and visual character.

This Handbook is intended to supplement, illustrate, and amplify various sections of the Salem Zoning Ordinance, Chapter 309 and Site Plan Regulations, Chapter 268. Check the applicable sections of the regulations for specific requirements.

Town-wide Site Planning Goals

- Distinctive, attractive properties that welcome people to Salem.
- Quality development that respects the uniqueness of each property and reinforces Salem's sense of place and character.
- Public open space throughout Salem to enhance its appearance and support pedestrian use.
- An attractive, functional, and safe environment that is conducive to commerce and other permitted activities.
- Quality redevelopment of transitional or substandard properties.
- Protection for abutting residential properties through sensitive site planning, buffering, and architectural design.
- Upgrading visual character and sense of human scale in spaces through particular attention to architecture, site planning, signage, landscaping, and lighting.
- Encourage increased walking and bicycling by providing safe, attractive, interconnected facilities.
- Universal accessibility that meets the Americans with Disabilities Act (ADA).
- Sensible access management to maintain efficient traffic flow and high levels of safety.

The preservation of mature trees, combined with masses of plantings and an earth berm, create a distinctive, attractive commercial environment.

OBJECTIVES

Good site planning should result in an attractive, safe, and economically viable relationship between buildings, parking, signage, lighting, landscaping, and the surrounding environment. Site plans should minimize the visual effects of parking, feature high-quality landscaping, accommodate pedestrian movement, and encourage connections to nearby properties.

DESIGN GUIDELINES

Site Analysis. The site plan should be based upon a careful analysis of existing site conditions that considers topography, wetlands, soil conditions, existing vegetation, drainage, abutting land uses, and other factors that will influence the placement of buildings, roads, and parking areas. The Planning Board may require a graphic presentation to demonstrate how knowledge of site conditions has influenced the site plan.

Preservation of mature trees adds visual interest and reduces the impact of the heat island effect of the paved area.

Preservation of Existing Features. Site development should minimize disruption to natural and cultural features (e.g., mature trees, wetlands, vernal pools, drainage ways, rock outcrops, barns, historic buildings, stone walls) in a manner that would change their existing character.

Open Space should be preserved and integrated throughout the development. Where possible, open space should be continuous and used to preserve significant natural and cultural features. Open space should be coordinated with abutting properties to create continuous open space networks for wildlife corridors, riparian buffers, visual screening, etc.

A careful analysis will identify critical features that should be incorporated into the site plan.

Use of Open Space. Open space should not contain any type of commercial activity, overflow parking, paved surfaces, constructed stormwater management facilities, or active recreation. Uses may include open vegetated areas, picnic areas, planting beds, bioretention areas, naturalistic water features, and similar features.

Parking Lots. Parking should be located primarily at the side or rear of the building, with minimal parking in front. Parking lots should be screened to minimize their appearance in most districts.

Relationships to Surrounding Properties. Service areas, parking lots, outdoor storage and sales areas, HVAC equipment, trash containers, and other similar features should not face residential neighborhoods.

Buildings in Existing Parking Lots. The development of smaller commercial buildings on out-parcels is strongly encouraged to break up the scale of large parking areas.

This fast-food restaurant (seen in air photo below) is an outparcel within a larger retail development. Circulation, including drive-through, parking, and pedestrian access, has been carefully integrated into the existing site.

The scale and appearance of an existing un-landscaped parking lot was improved by adding a new restaurant surrounded by landscaped islands.

Coordinated Future Development. Where site plans are presented for a portion of a property, the applicant should show how the plan has been designed to accommodate future buildings, access roads, sidewalks, esplanades, drainage, utilities, signage, and preserved open space in a coordinated fashion.

Careful attention to proportions and site features give this building a strong sense of human scale. The stone wall, green space, and outdoor pedestrian areas create a welcoming environment.

Although ADA accessibility was considered, it dominates the site and seems to be an afterthought.

OBJECTIVES

Development activities throughout Salem should be characterized by safe, user-friendly, and efficient traffic flow. Access management principles should be followed to reduce the number of curb cuts, provide a safe vehicular and pedestrian environment, encourage intra-parcel travel, and minimize the number of trips on roadways.

DESIGN GUIDELINES

Curb Cuts on Major Roads. Site plans involving curb cuts onto major roadways should demonstrate an adherence to sound access management principles to promote efficient traffic flow and maintain a high level of safety for pedestrians and motorists. The number of curb cuts on major roadways should be minimized to increase vehicular and pedestrian safety.

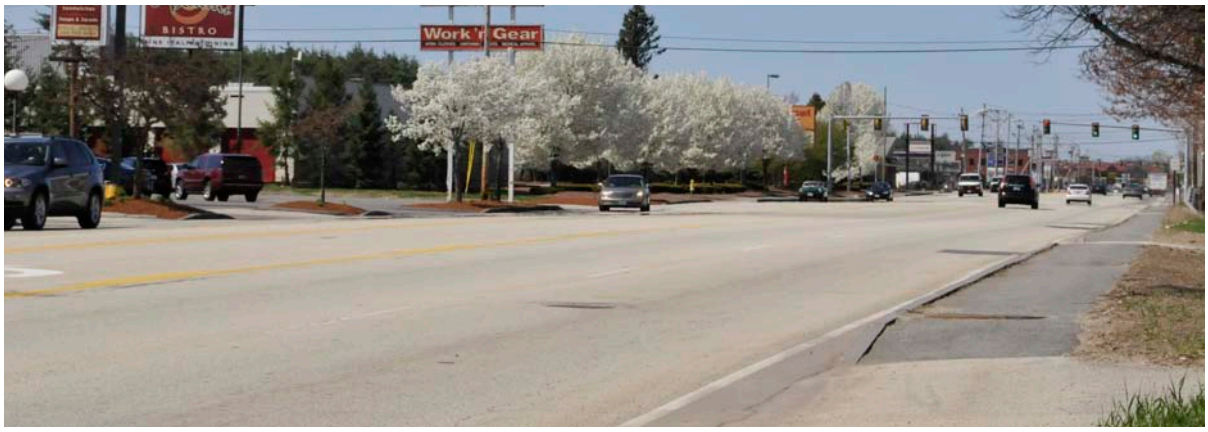
Shared Access. Entrances to abutting commercial properties should be combined wherever feasible to minimize curb cuts and provide for more efficient traffic flow.

Internal Traffic Flow. To ensure the safety of motorists and pedestrians, the development plan should clearly delineate internal traffic patterns for both vehicles and pedestrians. Development plans should be designed by a professional engineer familiar with the Salem Site Plan Regulations. Parking space, directional arrows, crosswalks, and other markings on the ground should be delineated with pavement paint or other suitable material to ensure safe circulation. Appropriate signage must also be provided.

Adjacent properties should be interconnected to reduce the number of turning movements on busy roadways. This connection should be better marked and landscaped.

These two properties feature both vehicle and pedestrian interconnections.

Connections with Adjacent Properties. Pedestrian and vehicular connections between parking lots and driveways on adjacent parcels should be provided wherever feasible to facilitate deliveries, minimize turning movements onto major roadways, and encourage foot traffic. Internal connections should provide safe, direct access while discouraging vehicular shortcuts. Cross easements should be provided as required to facilitate circulation. Site planning should anticipate future connections to any abutting undeveloped property.



The predominance of curb cuts along this roadway creates an unsafe/uninviting pedestrian environment.

Refuge Zones. Pedestrian islands (five feet minimum width) should be installed in driveways and streets where the crossing distance is greater than 32 ft.

An island provides a refuge zone for pedestrians crossing this wide driveway. Flush unit pavers or textured asphalt crosswalks could have minimized annual maintenance

Traffic Calming. Traffic calming measures should be included where appropriate to discourage speeding within the site and between abutting properties. Measures may include speed tables, on-street parking, raised crosswalks, vertical curbing, curvilinear road alignment, roadside plantings, neck-downs, curbed islands, and signage. Traffic calming measures should be designed by a traffic engineer experienced in the development of commercial properties and traffic management.

Drive-Throughs. Where such uses are allowable, access routes leading to or from takeout windows or other drive-throughs should minimize conflicts with pedestrian circulation routes. Motorists should be made aware of pedestrians through signage, lighting, raised crosswalks, changes in paving, or other devices. The site plan should be designed to prevent queuing in parking lots or other area which would cause congestion or unsafe conditions.

Pedestrian and Bicycle Movement. The development plan should provide for safe pedestrian and bicycle movement within the site and between abutting properties.

Service Drives. Service drives should be separated from internal walkways, parking areas, or pedestrian use areas by landscaped islands, grade changes, or other methods to minimize pedestrian contact.

Maintenance. All painted crosswalks and parking area lines should be repainted on an annual or biannual basis to maintain their effectiveness.

Planting beds can be an attractive way to separate entering and exiting traffic.

This curbed, landscaped island divides entering and exiting traffic. The identification sign is located away from the intersection to avoid interfering with the motorists' line of sight.

OBJECTIVES

Parking lots should be designed to complement adjacent buildings, the site, and the commercial district without becoming a dominant visual element. Every effort should be made to reduce the scale of parking lots by minimizing the total amount of paved surface visible from the road.

Parking lots should be designed as inviting, pedestrian-friendly places by careful attention to landscaping, lighting, and walkways. With proper planning, parking lots can balance the needs of both the vehicle and the pedestrian.

TOWN WIDE DESIGN GUIDELINES

Siting. Parking lots for commercial development should avoid locations next to residential properties, churches, schools, and similar uses. Where such land use conflicts are unavoidable, the lot should be screened with evergreen trees, earth berms, fences, or shrubs.

Orientation. Parking lots should be designed as part of the overall plan for the site, and coordinated with the circulation plan, building entrances, lighting, landscaping, snow storage, and service areas.

An attractively landscaped parking lot that is a positive asset to the surrounding commercial area. Bike racks are conveniently situated near surrounding shops.

Scale. Parking areas with more than 10 spaces should be broken up with trees, landscaped islands, grade changes, low walls, or other appropriate features. See **Chapter III, Landscaping** for specific guidelines regarding parking areas.

Wide parking lot islands provide ample room for tree growth and snow storage.

Relationship to Buildings. Paved surfaces of parking lots should be separated from buildings by a minimum of five feet of landscaping and/or a paved walkway. The width of the landscaping should be proportional to the height of the building.

OBJECTIVES

Commercial buildings should provide outdoor spaces for a variety of uses – seating/resting, dining, displays, and aesthetic enhancement – to create a pedestrian-friendly environment.

DESIGN GUIDELINES

Outdoor Spaces. Development plans should include outdoor use areas such as greens, plazas, and courtyards. Buildings should be oriented toward open spaces rather than roadways. In these situations, buildings should have a major access on the space as well as a secondary access point(s) oriented to parking areas. Outdoor spaces should be coordinated with the pedestrian circulation plan to encourage pedestrian use, with provisions for seating and outdoor activities. Outdoor spaces should be designed to separate pedestrian and vehicular traffic with landscaping, grade changes, and other site features.

Planning. Where outdoor use areas are provided, they should be located in sunny, highly visible locations and sized to fit the anticipated uses. The design should be a collaborative effort between architect, landscape architect, engineers, artists, and other design professionals.

When this existing home was converted into a bakery, the front porch was retained as a pleasant outdoor cafe.

An informal lawn area provides welcome visual relief and an opportunity for programmed activities.

An informal dining area in front of a deli provides an attractive setting for customers. Parking is screened by an attractive wooden fence.

Outdoor use areas should be designed as rooms, with consideration given to the floor, walls, ceiling, and furnishings.

Materials. Outdoor use areas should be constructed of high quality, easily maintained materials. All elements within the space should be coordinated with the architecture and site elements to achieve a unified look. The use of decorative paving is encouraged for sitting areas, pedestrian plazas, building entrances, or other designed open spaces. See **Chapter III, Landscaping** for plantings and street furniture guidelines.

Entrances. Major entrances to new or renovated buildings should be emphasized through the use of canopies, recessed entries, seating areas, decorative plantings and lighting, sculpture, or other elements.

This pedestrian passageway should have been designed as an inviting leafy space.

A bench along a narrow sidewalk facing a paved parking lot makes for a very uninviting pedestrian space.

A simple outdoor display can add vitality and interest to the streetscape.

This pedestrian space in the front setback effectively screens out the roadway.

This well-detailed outdoor space in a downtown environment provides an attractive opportunity for pedestrians. The wooden trellis and landscaping complement the building and add human scale.

OBJECTIVES

Public sidewalks and planted esplanades can be a highly desirable part of the streetscape, adding scale in a commercial landscape and creating a safe place for pedestrian movement.

There are many areas in Salem's commercial districts which are currently not pedestrian or bicycle friendly. The long term objective is to provide an interconnected network of sidewalks that provide an alternative to the automobile and encourage exercise for the general population.

DESIGN GUIDELINES

Public Sidewalks. Where sidewalks and planted esplanades are required by the town, they should be constructed within or near the right-of-way on both sides of all streets to encourage safe pedestrian movement. Facilities should be coordinated with abutting land uses to create interconnections throughout the commercial area and linkages to surrounding residential neighborhoods. Lighting and other amenities abutting walkways should be at human scale.

Coordination with Site Plan. All new sidewalks should be coordinated with the Site Plan to avoid conflicts with landscaping, utilities, grading, drainage structures, signs, and other elements. Walks should be designed to facilitate snow removal for year-round use. Sheet flow of stormwater across sidewalks should be avoided.

Material Selection. Materials selected for curbing and sidewalks should be durable, long-lasting, and resistant to New Hampshire winters and local maintenance policies. Developers should coordinate their choice of materials with the Public Works Department for suitability.

The stone ground cover next to a sidewalk creates an unsafe walking condition.

Crosswalks. Where sidewalks intersect with commercial drives or roads, crosswalks should be installed to alert the motorist and improve visibility. Crosswalks should offer a noticeable change in texture and color. Materials for crosswalks should be highly durable and slip resistant.

A concrete sidewalk with granite curbing and a landscaped planter strip creates an attractive pedestrian space.

Private development should be connected with public sidewalks wherever possible. This sidewalk should have wrapped around the corner to connect with the bank entrance.

OBJECTIVES

Site development should consider the needs of the pedestrian for safe, functional, attractive walkways throughout the property.

DESIGN GUIDELINES

In new development continuous internal walkways should be provided from parking lots to the main customer entrance(s). Where the property abuts roads with public sidewalks, the internal walkways should also connect with the sidewalk.

Location. Internal walkways should be located where motorists can anticipate pedestrians and react accordingly. Walkways should be designed to give the pedestrian a full view of oncoming vehicles, with minimal interference from trees, shrubs, and parked cars. Walkways should avoid drive-through lanes, access and service drives, and other high-traffic routes. Traffic control signs, light fixtures, trees, or other potential obstacles should be located far enough from walkways to prevent interference with pedestrian movement.

A well-landscaped walkway becomes an integral part of the site plan. Concrete wheel stops prevent cars from intruding onto pedestrian spaces.

Orientation. Walkways in parking lots should be aligned with the main entry or a focal point on the building to assist in wayfinding.

Width. Internal walkways should be a minimum of five feet wide to allow two people to pass comfortably. Additional width may be necessary in certain conditions, e.g., where shopping carts may be used, where heavy pedestrian traffic is anticipated, or where cars overhang the walkway.

Coordination with Landscaping. Areas adjacent to walkways should be landscaped with trees, shrubs, flower beds, ground covers, or other such materials for year-round interest. Walkways in parking lots should be coordinated with landscaped islands to provide visual relief, shade, and scale to the pedestrian.

This circulation system results in excessive width in front of the storefronts and creates an auto-oriented environment. The painted walkway offers little contrast and leads to the rear of the parking aisles.

This raised walkway provides a high level of contrast with the surrounding parking lot. However, the width is compromised by the overhang of cars, making pedestrian movement difficult.

Shrubs should be used with care to avoid blind spots. Special features, such as benches, flower beds, planters, and artwork can be used to enhance the walkway. Trees along all walkways should be trimmed to provide adequate sight distance and to remove potential obstacles. Vertical clearances of at least eight feet should be maintained.

Crosswalks. Internal crosswalks should be marked by a change in pavement texture, pattern, or color to maximize pedestrian safety in parking areas and other potentially hazardous areas. The materials selected for road crossings should be highly durable and low maintenance. Raised crosswalks should be considered at key locations as a traffic calming device to make crosswalks more visible. Signs may be warranted in certain situations as determined by the Institute for Traffic Engineers (ITE). Materials selected for crosswalks should allow safe bicycle movement across the surface.

Concrete pavers provide a high level of contrast and visibility in this crosswalk.

Drainage. Sheet flow of stormwater across walkways should be avoided. Sidewalk slopes should be designed to prevent ponding and provide uninterrupted use of the walkway.

Maintenance. All internal walkways should be designed to facilitate maintenance by the property owner. The site plan should coordinate the location of walkways with utilities, plantings, drainage, and other site elements that could affect long-term maintenance.

Snow Storage. All walkways should be designed for ease of snow removal to encourage year-round use. Site plans should indicate locations for snow storage in areas where they will not interfere with pedestrian movement, block visibility, or cause dangerous conditions from freezing water.

An internal walkway oriented toward the main entry of a restaurant. Planting strips with ornamental grasses and perennials separate the pathway from vehicles.

A dedicated walkway that provides a safe, well-marked pathway to the main entrance while minimizing conflicts with vehicles.

Textured pavement alerts motorists to the presence of pedestrians in front of this grocery store.

The walkway in the parking lot leads to a well-defined crosswalk to maintain continuity.

Concrete pavement provides an effective way to set the internal walkway apart from the surrounding parking lot.

The pedestrian circulation system in this shopping center includes well-marked crosswalks and sidewalks.

This internal walkway crosses over a curb, making access difficult for people with disabilities.

A highly visible internal crosswalk that effectively connects the parking lot to the storefronts.

OBJECTIVES

Developments consisting of more than one structure should exhibit a high degree of coordination in site planning, architectural design, site design, and site detailing. All physical components should be designed to complement an overall plan.

These buildings have been sited to reinforce pedestrian circulation patterns and reduce the scale of the overall development.

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Master Plan. Where multiple buildings are proposed, a master plan should be prepared to show the general location of future buildings, parking lots, roads and driveways, walkways, utilities, service areas, stormwater management, and other components of site development. The Planning Board may require the submission of plans for lighting, signage, and landscaping to show how these elements will be coordinated throughout the development. The master plan should also show how traffic, stormwater, and utilities will be coordinated with adjacent properties. The plan should consider significant natural or cultural features and integrate open space.

Phasing Plan. As part of the Development Plan application, the applicant should provide a phasing plan that illustrates the sequence of development and what steps will be taken to ensure compatibility between current and future activities.

Building Orientation. Multiple building developments should be designed to create usable, safe and attractive pedestrian spaces, preserve significant site features, and minimize the appearance of parking areas.

Focal Points. A limited number of buildings or other elements should be designed as focal points. These structures should be visually more prominent, enhanced by height, massing, distinctive architectural treatment, lighting, landscaping, or other distinguishing features.

Similar roof pitches, pedestrian use areas, and traditional building materials help unify this multi-building development.

OBJECTIVES

Outdoor service and storage areas should be integrated into the overall site plan. They should be designed to meet the functional needs of the facility while minimizing any traffic or visual conflicts, audible noise, or smells.

DESIGN GUIDELINES

Locations. All facilities for service, including waste collection and storage facilities, off-street loading and unloading areas, loading docks, storage facilities, dumpsters, fueling areas, and vehicle service and maintenance areas should be located at the side or rear of the principal building. Locations that face public roadways or abutting residential properties should be avoided. Overhead doors or other vehicle entrances or exits should not be located on any façade that faces a public street or residential neighborhood. (See Section 4:1.4.5 and 4:3.5.4, of the Zoning Ordinance.)

Storage areas should be located at the rear or side yards, away from public view.

Design. Outdoor service and storage areas should be sized to fit the specific needs of the building and its intended operations. The smallest size needed to meet the building's requirements is encouraged.

Screening. Service areas should be screened to minimize visibility from sensitive viewpoints such as public and private roadways, main entrances, abutting neighborhoods, public open spaces, and pathways in these situations. Service areas should be screened with architectural elements such as walls or fences. Screening may be further enhanced with evergreen trees, shrubs, and earth berms.

Screening Design. Structural screens and fencing should complement the design of the main structure by repetition of materials, detailing, scale, and color. Where chain link fencing is required for safety, it should be landscaped and painted black or a similar dark color, or coated with dark vinyl. Gates should be designed to prevent sagging.

This service area is effectively screened by fencing that repeats the color, materials, and forms of the building.

Service Access. Service areas should be sited to accommodate the turning movements of vehicles used for trash pickup, deliveries, and similar functions without conflicting with other vehicles.

Coordination. Prior to Town submittal, the applicant should contact the representatives of utility companies, fuel suppliers, trash haulers, the fire department, and others who may have input into the design and siting of service areas and facilities.

Protection. Where walls or freestanding fencing is used for screening, it should be protected with granite posts or concrete filled steel bollards, or reinforced in a manner that will prevent damage from service vehicles.

Recycling Facilities. The installation and use of recycling bins is encouraged. All recycling facilities should be screened in a manner similar to other service areas. Dumpsters and recycling areas should be consolidated where possible.

Service areas, loading docks, and dumpsters should be considered an integral part of the site development, sited to avoid visual and functional conflicts.

This service area is effectively integrated into the side of the building. The evergreen buffer acts as an appropriate and attractive screen.

A typical trash enclosure that could be improved by plantings to help minimize views and odors.

This service area is screened by a solid wall topped by a trellis structure that repeats design elements used elsewhere on the site.

Trash enclosures should be sized to accommodate the dumpster for the facility.

This service area could have been screened better with the use of opaque fencing.

OBJECTIVES

Buffering or screening will be required in certain areas to ensure compatibility between inharmonious land uses, particularly between commercial and residential properties. Plantings, earth berms, stone walls, grade changes, fences, distance, and other means can be used effectively to create the necessary visual and psychological separation.

DESIGN GUIDELINES

Appropriateness. The selection of the proper type of buffer should result from a thorough understanding of existing site conditions, distances to property lines, the intensity of the proposed land use, and the degree of concern expressed by the Planning Department, Planning Board, and abutting landowners. Discussions regarding the need for buffers and appropriate sizes and types should begin at the sketch plan review. In most instances the buffer should provide a year-round opaque screen within three years of its construction.

Design. Buffers and screens should be considered an integral part of the Site Plan. Stone walls, plantings, fencing, landforms, etc. used for buffers should be similar in form, texture, scale, and appearance to other landscape elements. Structural measures (e.g., screening walls) should likewise be related to the architecture in terms of scale, materials, forms, and surface treatment.

Maintenance. Buffers should be maintained throughout the life of the project in a condition that assures continual year-round effectiveness. Where plantings do not survive, or grow to a point where they no longer serve as effective buffers, they should be replaced to meet the intent of the approved plan. Walls, fencing, or other forms of screening likewise should be maintained in good condition.

A variable height fence provides good visual separation between a convenience store and a residential neighborhood. The fence is attractive on both sides.

Landscape buffers can separate land uses and soften the presence of parking lots.

This row of trees helps create a visual buffer between the road and the plaza parking lot.

Earth Berms used to screen parking lots and add visual interest to the planter strip should be designed as an integral part of the grading plan. Side slopes should not exceed 3:1 slope (one foot of grade change over a distance of three feet). Transitional grading should be used to avoid abrupt changes in grade.

Fencing. Where fencing or other architectural elements (e.g., screening walls) is installed in a highly visible location, it should be treated as an architectural element, matching the form, style, color, or detailing of the adjacent building.

Stone Walls should be constructed by experienced masons using native stone. Walls should be an integral part of the landscape design and should relate to the form, texture, and style of the building.

Combinations. Combining plantings, berms, fencing, and walls will often result in an economical, attractive way to meet the buffer requirements and create a distinctive landscape. Where combination buffers are proposed, they should be shown on the Landscape Plan with spot elevations and enough detail to allow the Planning Board to assess their appearance and effectiveness.

While these evergreens partially screen the dumpster, it still protrudes into view. The plantings should have been combined with a fence for more effective screening.

A low earth berm screens a parking lot. Ornamental trees or plantings added to the berm would make it more effective and increase its aesthetic value.

This parking lot was screened by dropping the grade and dense plantings.

A classic stone wall that complements the contemporary bank building.

This shrub screen would be more effective if the plants were larger or if they had been planted on a low berm.

Plantings can provide effective screening especially when combined with low berms.

OBJECTIVES

To comply with Town requirements and NHDES Stormwater Management requirements, treatment basins, infiltration basins, rain ponds, or other measures might be required to maintain the quality of stormwater runoff. All stormwater management areas should be treated as integral and attractive parts of the landscape.

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Location. Where stormwater treatment basins or other related facilities are required, they should be located in the least visible portion of the site. Where visible, they should be graded to conform to natural contours and planted to integrate them into the natural landscape.

Design. Stormwater treatment basins should generally be patterned after naturalistic landforms, avoiding hard geometric shapes. Side slopes should be landscaped with appropriate plantings to reduce erosion and screen the basin. Landscaped islands can be effective in breaking up the mass of a treatment pond while increasing habitat opportunities.

Grading. Abrupt changes in grades and steep side slopes (steeper than 3:1) should be avoided. Transitional grading should be used to blend all earthworks into the natural contours of the land where possible.

Structures. Man-made drainage structures (e.g., culverts, manholes, and outfalls) that are visible from roadways or residential neighborhoods should be screened with vegetation to reduce their visibility and integrate them into the landscape.

Planting Design. Plantings used in stormwater treatment ponds should be designed by a qualified professional familiar with the growing requirements of wetland species.

Shared Basins. Wherever appropriate, treatment basins should be designed to be shared by abutting properties to minimize the amount of land area devoted to stormwater management.

Rip-Rap. Where ground protection is necessary in highly visible locations (e.g., at spillways and culverts), it should be constructed of hand-placed rock or geo-grid, rather than coarse rip-rap. The use of coarse crushed rock in visible roadside ditches is discouraged.

Stormwater management facilities can be designed to create attractive focal points in the landscape.

Rip-rap is often necessary to control erosion and stabilize slopes. Hand-placed stone or natural landscaping would have improved the appearance of this treatment pond.

A stormwater treatment facility that is contoured to blend into the surrounding landscape.

II. ARCHITECTURE

INTRODUCTION

Salem's Design Standards establish guidelines for new or renovated commercial buildings that will complement Salem's historic buildings and embrace future design. The guidelines are not intended to dictate building styles, rather they provide a visual pattern book that illustrates Salem's vision for its future.

These guidelines are intended to supplement, illustrate, and amplify various sections of the existing Salem Zoning Ordinance and the Site Plan Regulations. The provisions of the Ordinance vary from district to district. Check the applicable section of the Ordinance for specific requirements.

Architectural Goals

- Well-designed buildings that reinforce Salem's sense of place.
- Good buildings that 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.
- Architecture that recognizes the diversity of Salem's different zoning districts and that utilizes energy conservation.
- Older buildings that are restored and/or reused to maintain the integrity of Salem's historic heritage.

The scale of this traditional design is reduced by variations in roofline, massing, and quality architectural details.

OBJECTIVES

The purpose of these guidelines is to encourage architecture that draws inspiration from traditional New England examples. Building design should be developed to a human scale through careful consideration of architectural forms, massing, detailing, number and use of materials, and color.

DESIGN GUIDELINES

Design. New buildings should be designed to fit the specific characteristics of their particular site. The architecture will be influenced by traditional New England building forms and town-making patterns, the specific needs of the intended users, the nature of the intended use, and other site-specific factors.

Architectural Styles. The primary architectural styles found in Salem include New England colonial (e.g., Cape Cod and saltbox), Georgian, Federal, and Classic Revival. Contemporary architecture and buildings that are influenced by several styles may be appropriate, provided they meet these guidelines.

Human Scale. Buildings and site elements should be designed and detailed to human scale. The forms, massing, and openings of buildings should be proportional to the size of the human figure. Many architectural elements can add scale to a building – recessed openings, divided pane windows, building mounted light fixtures, dormers, cupolas, projecting rooflines, covered walkways, colonnades, and similar features – provided they are designed as integral parts of the overall structure.

Freestanding Accessory Structures. 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.

Examples of high quality Salem architecture – an office building, a retail store, and a retirement housing facility – that have been designed at human scale and fit their unique sites.

These three commercial buildings are characterized by their use of traditional New England forms and materials. Entrances are well marked and provide users with areas for shelter and/or interaction.

Three examples of generic buildings that have no reference to traditional New England forms or materials.

A freestanding ATM and remote teller designed to complement the main bank building in color, scale, and detailing.

This restaurant occupies a highly visible corner location, yet provides the public with a scaleless, blank wall that does not contribute to the aesthetics of the street.

A freestanding car wash designed with the forms, colors, and materials commonly found in New England.

A commercial building that lacks scale. There are virtually no distinguishing features to give the structure character or relate it to the context of New England.

The scale of this hardware store has been reduced by wide roof overhangs, projecting gabled entranceways, and roof support brackets.

This cart corral does not reflect the architectural treatment of the large retail establishment and appears out of place in the parking lot.

OBJECTIVES

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

DESIGN GUIDELINES

Alterations. Where the existing building currently meets the design guidelines, proposed renovations should be designed to respect the proportions, fenestration patterns, and details of the original building. Where the existing building does not meet the design guidelines, the owner is strongly encouraged to upgrade the most visible portions of the entire structure.

Design. Applications to the Planning Board that involve renovations and additions should show all improvements and how they relate to the existing structure. A narrative should accompany the application to explain the designer's intent to relate the original building and site with the proposed changes,

Materials. Where existing buildings meet the design guidelines, additions or renovations should complement or match the materials, form, color, and detailing of the original structure. Where the original building does not meet the guidelines, the owner should demonstrate how the materials used in the renovation will complement the existing structure.

Architectural Features. Renovations should retain any distinctive architectural features or examples of skilled craftsmanship. Where such features occur, similar details should be incorporated into the addition where possible.

The essential character of this house was preserved when it was renovated into a business.

The use of traditional materials helps to preserve the character of the neighborhood.

The repetition of architectural details and forms helped integrate this church addition with a former residence.

OBJECTIVES

All buildings should present an inviting, human scale facade to the street, internal drives, parking areas, and surrounding neighborhoods. Entrances should be clearly visible from the street and reinforced through site and architectural features.

DESIGN GUIDELINES

Front Elevation. The front facade (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. On corner lots, the main entrance should face the major street, or be located on the corner of the building. Building entrances should be visible from the street and provide unobstructed areas for pedestrians.

Similar materials and detailing should be used on all facades to ensure continuity and design completeness and to give the building scale and visual interest.

Entrances. Each building should have a clearly defined, highly visible customer entrance. In the case of multi-tenant buildings, each separate space should have its own customer entrance. The use of the following architectural elements is recommended to add scale to the building, provided that they are integral to the design:

- canopies and covered walkways
- overhanging rooflines to provide shelter for pedestrians
- recesses or projections in keeping with the scale of the building
- raised corniced parapets over entrances
- gables and dormers
- pilasters
- outdoor sitting or dining areas
- display windows that are visible from the sidewalk
- architectural details such as moldings which are integrated into the building design
- other features which are designed to add scale and visual interest to the facade.

The front facade of this retail store has a well-defined entrance that offers some protection to its customers.

Integration into the Design. Architectural details should be an integral part of the design of the structure, and not merely appendages.

Transparency. For retail structures, any facade that faces a public or private street should have display windows, entry areas, or other transparent features along 40% or more of its horizontal length. As an alternative, other architectural elements may be used to provide scale and visual interest to the front facade.

Blank Walls. Facades should not extend for more than 50 horizontal feet in length without incorporating architectural features, such as pilasters, windows, cornices, porches, corners, or offsets. Where the plane of a wall 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. Blank walls should not face adjacent structures, roadways, residential areas, or other public viewpoints.

Industrial Buildings. For industrial buildings, the blank wall guideline applies only to the front face and the first 100 feet of the side facade for light industrial buildings. Where such uses are located on a corner lot, the Planning Board may consider both sides that face the street to be front faces for purposes of meeting this standard. Where the facade treatment extends less than the full length of the building, the site and/or architectural design must incorporate measures to minimize contrasts resulting from the change in surface treatment.

Facades should incorporate architectural features - such as pilasters, windows, cornices, porches, corners, offsets, or changes in materials - to break up the mass of the building and add visual interest. Where the plane of a wall 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.

Small scale buildings, especially those viewed at close range, offer an opportunity to display a high level of detailing to enrich the pedestrian environment.

Transparency is achieved with windows on all facades of this small retail building. The design is enriched by planters, awnings, and integrated signage.

The change in colors and patterns is an effective way to break up the length of this otherwise blank facade. Larger scale landscaping would have also helped.

While the front plane of the wall of this building is broken, the offset does not continue to the ground. The projection becomes a billboard and the building is seen as a large box.

The scale of this 'big box' has been effectively reduced by architectural elements and detailing. The overhang provides protection for pedestrians and emphasizes the entrance.

All facades on this branch bank were treated with equal importance. The front (top) faces the street and is built to the sidewalk, encouraging pedestrian traffic. The side of the building (middle) facing a single family home is residential in scale and design. The canopy at the rear (bottom) provides a transition area between the parking lot and the back entrance.

Site Design. Signage, lighting, landscaping, and other exterior elements should be designed to complement the facade, avoid visual or functional conflicts, and maintain visibility.

The facade treatment wraps around the entire structure, creating a sense of continuity and design completeness. The building takes full advantage of a dramatic site.

Window Shapes. Windows should be vertical in orientation or square.

Shutters. Where shutters are used, they should be sized to fit the openings and provided for all windows on a given wall.

Functional Elements. All vents, downspouts, electrical conduits, service meters, HVAC equipment, service areas, loading docks, service connections, 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 or fences, 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.

ATM and Vending Machines. The site plan and architectural elevations should show the location of all vending machines. The plans should also demonstrate how vending machines will not detract from the design of the building or the site.

Illustrations. The Planning Board may request perspectives of the building to illustrate the three-dimensional relationship between the front, side, and rear elevations. Elevation and perspective drawings should include all landscape elements (trees, shrubs, lighting, street furnishing, signs, etc.) that will be seen in conjunction with the facade.

The building's meters and service connections are located out of sight in this service cabinet.

OBJECTIVES

Building materials and design details should have a positive effect on a building's style and character.

DESIGN GUIDELINES

Materials. Buildings should be constructed of traditional, high-quality materials common to Salem. Acceptable materials include brick, clapboards and shingles (wood, fiberglass, metal), wood shakes, stone or simulated stone, and vertical boards. Contemporary materials with the same visual characteristics as traditional materials (e.g., cement plank clapboards or vinyl siding) 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.

Materials Discouraged. Highly reflective or processed materials (e.g., sheet metal or plastic panels, brushed aluminum, bronzed glass), stucco or synthetic stucco, adobe, concrete block, T-111, untreated plywood, particle board, tilt-up concrete panels, and multicolored brick (incorporating occasional white bricks in a random pattern) are discouraged as the primary facade material.

Colors. 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.

Trim. Where trim is used, it should be painted or stained to complement the building's primary color.

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

EIFS (Exterior Insulation and Finish System). EIFS is an insulating, decorative and protective finish system for exterior walls that can be installed on any type of construction. It is an exterior wall covering that insulates and provides weather protection in a selection of shapes, colors, and textures that can replicate almost any architectural style or finish material, or stand by itself as an architectural finish. In some instances, and with proper maintenance, EIFS may be an acceptable alternative to traditional material.

Cement plank clapboard is a new material that resembles traditional wooden siding but requires less maintenance.

Traditional materials used on new buildings to blend into historic settings.

Acceptable Materials. Examples of the richness and variety of traditional New England materials and colors appropriate to Salem.

Although the shutters appear too narrow, this building retains its historic materials.

Clapboard siding with brick base.

Clapboards, shutters, cupola and large front porch represent traditional New England materials and colors.

Clapboards with wood trim and traditional detailing.

Stained/painted wooden clapboards and cloth awnings.

In some instances EIFS (Exterior Insulation Finish Systems) may be acceptable as an inexpensive way to replicate traditional material.

Materials discouraged. Examples of primary building materials discouraged in Salem.

Reflective metallic siding

Metal panels

Multicolored brick

Untreated split face block

Highly reflective glazed tile with bright plastic accents.

Textured plywood and arbitrary changes in materials

Painted concrete block

OBJECTIVES

When properly installed and maintained, awnings and canopies can enhance the appearance and function of a building by providing shade, shelter, shadow patterns, and visual interest. Where awnings are used, they should complement the design, materials, and color of the building.

DESIGN GUIDELINES

Location. 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.

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

Design Elements. Graphics used on awnings for identification or advertising should be designed as an integral part of the signage for the property, and be coordinated with other sign elements in terms of typeface, color, and spacing. Awnings should not be used as advertising features or light sources. Internally lit awnings are discouraged. (Refer to Chapter V. Signage).

These awnings act to bring down the scale of the facade.

Backlit, highly reflective canopies are advertising features and not appropriate in Salem. These canopies function primarily as large signs, which are not acceptable.

OBJECTIVES

Rooflines can add visual interest to the streetscape and establish a sense of continuity between adjacent buildings. When used properly, rooflines can reduce the mass of large structures, emphasize entrances, and provide shade and shelter for the pedestrian.

DESIGN GUIDELINES

Preferred Materials. Composite asphalt shingles and standing-seam non-glare metal are preferred for visible roofing. High gloss roofing materials are prohibited.

Roof Colors. 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. Stripes and patterns on the roof are strongly discouraged.

Roof Pitch. Prominent roofs should have a minimum pitch of 4/12 (ratio of rise to run), unless demonstrated to the Planning Board's satisfaction that this is not practicable from an engineering or technical standpoint.

Rooflines. Eaves and roof overhangs should be incorporated into the design of the roof to provide a distinct shadow line.

Standing seam metal roofing is a traditional material common in older commercial buildings in New England.

Roof colors should be muted earth tones or a color that is darker than the facade. Bright colors are not appropriate in Salem.

The color and texture of the shingles on this roof complement the building's style and color.

Roof-Mounted Equipment. 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.

Projections. 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 to be floating or pasted on.

Shedding Snow and Ice. 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 apparent lack of support for this projecting tower makes the roof appear top-heavy.

Roof-mounted mechanical equipment has been effectively screened by a roof top structure.

The mechanical equipment on the peak of this roof gives it a cluttered, top-heavy appearance.

The higher roof structures are integrated into the roofline and provides a welcome break in the length of this building.

Roofs on large buildings should help to reduce their scale. These examples successfully break up the scale of the building by variety in massing and roof planes.

This is basically a flat-roofed building that would not be acceptable.

Gable rooflines should continue to the peak.

This applied gable does not relate to the architectural style of the building or the dominant roofline.

OBJECTIVES

Buildings located on corners are particularly important because they help define the character of two streets. These high-visibility locations should be emphasized by quality architecture and site development.

DESIGN GUIDELINES

Siting on Corner Lots. A building on the corner of two public streets should be located as close to the intersection as allowed by code. No parking, vehicular travelways, or service areas should be located between the building and property lines along both streets.

Corner Buildings. Buildings on corners should be two or three stories in height to add mass and visual prominence to the street. All buildings on corner lots should have a second story with a usable floor area equal to at least forty percent (40%) of the building footprint.

Facade Treatment. 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.

Entrance. The main entrance to the building may be located on the major street or on the corner and designed to be visible from both streets. The architectural treatment of the corner should emphasize its prominent position. This can be accomplished by greater massing, unique detailing, lighting, etc.

Focal Points. Corner locations offer opportunities to create dynamic focal points in the streetscape. These can take the form of distinctive architectural elements, signs, sculpture, lighting, or landscaping. Where they are used, focal points should be visually related to the building as a whole, providing an accent without overwhelming it.

The mass of this two-story corner retail store provides an effective anchor for the street.

The main entrance to this corner store faces the intersection, where people see it easily from both directions.

OBJECTIVES

National franchises (e.g., restaurants, gasoline stations, retail stores) are permitted uses. However, the design of these buildings may contribute to the loss of identity for Salem by the repetition of generic architectural forms that are found throughout the country. The design of these types of uses should reflect an awareness of New England architectural traditions in their form, detailing, and materials.

An addition to house an indoor playground bears no relationship to the existing structure.

DESIGN GUIDELINES

Franchise Styles. Architectural forms primarily derived from building styles from other regions of the country are discouraged. New England regional prototypes from national franchises are acceptable, provided they meet the requirements of the District in which they are located. Unique buildings designed to the specific site are strongly encouraged. Buildings that are stylized to the point where the structure is a form of advertising are not acceptable.

A fast food restaurant design that enhances the business district.

Coordination of Site Features. Applicants should provide the Planning Board with illustrations that demonstrate how site features and accessory structures will be coordinated with the principle building. These include dumpster screens, storage buildings, refrigeration lockers, vending machines, playground equipment, signage, and lighting.

Unacceptable Franchise Designs. Four examples of building forms commonly used by national franchises. None of these meet the design standards and would be unacceptable.

Acceptable Franchise Designs. Four examples of architecture for similar uses which would be acceptable in Salem.

OBJECTIVES

Linear commercial buildings (e.g., strip shopping centers, multi-tenant offices, and commercial buildings) should be designed with facade and roofline elements that reduce their scale and add architectural interest.

DESIGN GUIDELINES

Design. 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.

Scale. Linear structures should include architectural elements designed to provide shelter, encourage pedestrian movement, and visually unite the building. These can include covered walkways, open colonnades, and similar features.

Entrances. Pedestrian entrances to each building 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. Where covered walkways are used, they should extend the full length of the facade.

Covered walkways can reduce the scale of a long building and unify the facade.

Roof Lines. Variations in rooflines, detailing, and building heights should be included to break up the scale of connected linear buildings.

Focal Points. Linear commercial buildings should include a focal point – such as raised entrance way, clock tower, or other architectural elements – to add visual interest and help reduce the scale of the building.

Colonnades add visual interest to linear buildings, while providing scale and protection from the elements.

A retail store that uses a cupola as a focal point. Changes in the rooflines help to break up the mass of the building.

A multi-tenant building with no variation in the roofline or facades to break up the scale.

Covered walkway encourages pedestrian movement and window shopping.

The scale of this linear shopping plaza has been effectively reduced through variations in roof planes, careful attention to detailing, and a cupola.

Variety in the use of materials and forms adds visual interest to this linear commercial building.

The design of this commercial building features variations in roofline, awnings, and an emphasis on the front door.

OBJECTIVES

Service stations and convenience stores that sell gasoline should be designed with facade and roofline elements that reduce their scale and add architectural interest to the building.

DESIGN GUIDELINES

Orientation. Service stations and convenience stores should be sited to face the street. Pump islands and canopies should be located in the rear or on the side so the primary building is the major feature seen from the road.

Canopies. Where canopies are used over gasoline pumps, they should be integrated into the design of the 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.

Large Openings. Openings for car washes or service bays should be integrated into the design of the building and sited so they are not directly visible from public roadways or adjacent residential areas.

Pedestrian Circulation. Connections to the public sidewalk should be included in the site plan to encourage pedestrian use. Access routes leading to or from service stations and convenience stores should minimize conflicts with pedestrian circulation.

The flat-roofed canopy bears no design relationship to the well-detailed convenience store in terms of form, materials, or architectural style. The store was designed to fit into the residential surroundings.

The pump canopy repeats the same forms, colors, and materials as the main building.

This service station canopy is designed to be an extension of the building. The columns, roofline, dormers, and signage contribute to a sense of continuity in the architecture.

This gasoline station is sited close to the road with the canopy, and pumps in the rear.

OBJECTIVES

Drive-throughs (for restaurants, pharmacies, banks, and similar uses) should be subordinate to the design of the main building. Drive-throughs require careful consideration of architectural design and circulation planning to integrate them into the Salem streetscape.

DESIGN GUIDELINES

Drive-Throughs. Where drive-throughs are allowed, they should be incorporated into the design of the building through their scale, color, detailing, massing, and other architectural treatments. Drive-though operations and other automobile-oriented facilities should be designed with facade and roofline elements that reduce their scale and add architectural interest.

Location. Drive-throughs should not face the street, unless there is no alternative for safety or security. Drive-throughs should be located at the side or rear of the building and avoid facing public or private roadways. Where drive-throughs are located at the rear, consideration should be given to making the site as visible as possible to ensure the safety of the patrons.

Canopies. Drive-through canopies should be visually compatible with the main structure. This can be accomplished through consistency in roof pitch, architectural detailing, materials, and color. Bands of bold color on the canopy and backlighting inside the canopy are discouraged.

These drive-through windows have been designed as integral parts of the buildings. They repeat the rooflines, forms, and materials used in the main building.

OBJECTIVES

The details of a building give it character, richness, and visual interest. Multi-family buildings should include architectural detailing that reflects the historic styles of the community.

DESIGN GUIDELINES

Massing and style. 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.

This large building has been trimmed and detailed to reflect a residential feel and scale.

Roofs. Roof pitches consistent with single family, residential design, e.g., minimum pitch of 8/12. 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. Tile, 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 chimneys on the roofs of all buildings is encouraged to convey the look and feel of residential use.

Covered spaces can provide protection for pedestrians.

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

Facades. 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 family residences.

Signage, lighting and landscaping are integrated into the facade and entrance.

Entrances. 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.

Door and window openings. 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.

Materials and design elements. 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.

Various roof heights, facade projections, window sizes, colors, and trim details help reduce the overall scale and add variety to this building.

This well-designed multi-family housing provides variations in roof heights, facade elements, and a prominent entrance.

OBJECTIVES

Buildings within the Town Center District should include architectural detailing that reflects the historic styles of the district and community.

DESIGN STANDARDS

The following Design Standards are found in the Salem Zoning Ordinance, Chapter 309, Section 4:30:

Massing and style. Building massing and style must draw on the historical design elements that are contextually consistent with regional New England architecture. Historical and traditional design elements are encouraged.

Roofs. Preference shall be given to pitched roofs, consistent with New England traditional or vernacular styles. Material must 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. Tile, slate, or metal roofing is permitted, provided it is consistent with the architectural style of the building. Eaves and roof overhangs should be incorporated into the design of the roof to provide a distinct shadow line.

Facade element. Design of the facade shall be highly detailed and articulated to be compatible with the scale and sensitivity to the institutional uses within the district. Facades should have a well defined foundation, a modulated wall element, and pitched roof or articulated cornice which defines the character of the building.

Entrances. 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.

The town center is characterized by traditional New England forms and architectural elements. The sloped roof, brick and wood materials, shutters, cupola, and defined entry all add to the architectural intent of this district.

Door and window openings. Doors and windows should be entirely consistent with the architecture of the buildings in design and placement. The use of cornices, architectural moldings, side lights, transom lights, and raised panels in doors is encouraged. A wide range of material for doors and windows is acceptable, except that the use of commercial, anodized or painted aluminum or steel storefront assemblies is discouraged.

Materials and design elements. Material chosen for exterior elements should be consistent with the intent and use of materials traditionally found in commercial and residential design in New England. Siding materials such as clapboard and shingle are preferred, and the use of new materials which reduce maintenance, but emulate the look and feel of traditional materials is encouraged. The use of a variety of trim material 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.

Architectural details should be constructed of high quality materials that relate to the color, form, texture, and material of the structure.

Molding and trim should be incorporated into the facade to finish the surface of the building, enhance doorways and windows, and provide decorative elements characteristic of the building style. All building elements and detailing should be proportional to the overall building facade.

Traditional materials of brick, granite and wood are encouraged in the Town Center District.

OBJECTIVES

To reduce the visual impact of large scale office buildings that are typically characterized by box-type structures and built of masonry, or concrete block materials, office buildings should include architectural variations and details that provide variety in materials, forms and colors.

Architectural design should add to community character, while providing flexibility to avoid rigid uniformity of design. All elements including the scale and mass of buildings, materials, colors, roof styles, door and window openings, and details should promote a cohesive design aesthetic. Building masses should respond to a human scale with materials and details that are proportionate to human height and provide visual interest at the street and sidewalk level. Buildings should be reduced in apparent mass or articulated to avoid large monolithic, box-like shapes.

DESIGN GUIDELINES

Materials. Buildings should be constructed of high quality materials that relate to the color, form, texture of the proposed structure as well as nearby structures.

Building Mass, Forms, and Pedestrian Scale. Variations in facade elements can reduce perceived mass and scale. Box-like structures with large, blank, unarticulated wall surfaces are not an acceptable form. Variations in color, materials, and/or texture, and a façade composition that uses rhythms and patterns of windows, columns, and other architectural features are encouraged. Architectural details should be an integral part of the design of the structure, and not merely appendages. Buildings should have features and patterns that provide visual interest at the scale of the pedestrian, which reduces apparent mass and that relate to local architectural character.

Prominent access drives with clear drop-off and obvious main entrance.

Variations in architectural details such as materials, colors, and forms are encouraged.

The mass of a building can be reduced by varying architectural elements like roofs, windows, and eave lines.

Design Elements. Moldings and trim should be incorporated into the façade. Locate main entrances to be clearly identifiable from primary driveways and drop-offs. Design building entrances to contrast with the surrounding wall planes by changing materials and color from the primary facade. Any wall within a Public Zone, e.g. main entrances, employee entrances, and sidewalks near the building, should incorporate significant architectural treatments and features to diminish the building mass. Consider building entranceways as a transition from the building to the ground with low walls, terraces, seating areas, grading and plant materials to accomplish this transition.

Steps in the building facade effectively break up this box-like structure.

Roof Lines and Roof Elements. Roofs should contribute to the unified appearance of each development and should be considered as seen from ground level, other adjacent buildings and public roadways. Roof lines include the main building as well as entrances, arcades, and porches. Avoid roof/parapet lines running in continuous planes absent variations in height, vertical planes (jogs), or materials. All mechanical, electrical, and electronic equipment attached to or mounted on the building roof should be set back from the edge of roof and screened from public view. Screen material should be compatible with materials and colors utilized on the main building.

Change and variations in roof lines, colors, and building materials help reduce the perceived mass and scale.

A multi-tenant office building that would blend well in a residential setting due to the roof slopes, use of shutters, and balconies.

Horizontal bands, deep eaves and a prominent entry all help to reduce the scale of this large office building.

OBJECTIVES

The Depot Village District supports and encourages a diverse mix of business, commercial, office, residential, institutional and entertainment uses for workers, visitors, and residents. The following objectives are important to understand the vision of the district.

- Discourage development of highway-oriented strip commercial uses that create traffic hazards and congestion because they require numerous individual curb cuts and generally higher traffic volumes.
- Encourage a pedestrian friendly environment and pedestrian-oriented commercial enterprises.
- Minimize visual and functional conflicts between residential and nonresidential uses within and abutting the district.
- Allow for more compact development than may be permitted in other zoning districts to reduce the impacts of sprawl and traffic congestion.
- Allow for an appropriate density of land uses to achieve a critical mass of people and activities needed to support vibrant Depot Village developments.

The renovation of this building respected the historic forms and architectural details.

The Pleasant Street Church contributes to the pedestrian environment and architectural scale of the Depot Village.

DESIGN GUIDELINES

Facades. Large expanses of blank walls are prohibited for commercial and mixed use buildings. The ground floor facade along the primary street should have continuous storefront windows, with the exception of necessary piers, columns, pilasters, doors, etc. All building elements and detailing should be proportional to the overall building facade. For commercial and mixed- use buildings, a minimum of 60% of the building façade oriented to the street should be comprised of clear windows that provide views to indoor retail space, dining space or product areas when applicable.

Designed as one development, these shops have a variety of forms, rooflines and window treatments.

Articulation. New and redeveloped buildings should reinforce the character of the existing streetscape by creating visual interest and reinforcing pedestrian scale. The apparent bulk and large wall expanses of multi-story buildings as well as single story buildings of 15' height or more should be minimized by incorporating one or preferably a combination of the following:

a) Windows
b) Architectural Details
c) Canopies
d) Overhangs
e) Indented Bays
f) Change of Building Materials

Roofs. The top of buildings should display a distinct profile or outline incorporating such elements as a projecting parapet, cornice, upper level setback or pitched roofline. Preference shall be given to pitched roofs, consistent with New England traditional or vernacular styles. When immediately adjacent a building with such articulation, new and redeveloped buildings should provide a treatment that is respectful, such as providing a consistent cornice line where possible. Eaves and roof overhangs should be incorporated into the design of the roof to provide a distinct shadow line.

Entrances. Buildings should have a primary entrance facing a public street or way and should be visually prominent. In buildings with multiple ground floor tenants, entries should provide a coordinated design theme, i.e., a common canopy, architectural projection or awning design.

Pedestrian Spaces and Comfort. For the purpose of providing a pedestrian friendly environment, new and redeveloped buildings should provide for outdoor seating areas, scaled to the size and demands of the proposed use, where feasible. For example, a large, multi-story project should provide a patio or small plaza area located near the front entry with multiple benches and landscaping. A mixed-use project with ground floor retail such as a restaurant may provide an area for outdoor dining which extends the indoor dining space for seasonal use. A ground floor use may provide a sidewalk bench where there is sufficient width.

Mashpee Commons, Mashpee, MA was designed using traditional New England architecture and patterns, with 2 to 3 story, mixed-use buildings in a pedestrian friendly environment.

III. LANDSCAPE

INTRODUCTION

Landscaping should be an integral part of all site plan developments. Trees, shrubs, and other landscape elements can be used to accentuate buildings, create a sense of identity, reduce the amount of impervious surfaces, and provide human scale. 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.

Existing Standards. These Guidelines are intended to supplement, illustrate, and amplify the existing Landscaping Standards and the retail landscaping criteria outlined in Chapter 268, Salem Site Plan. The provisions for landscaping vary from district to district. Check the applicable section of the Ordinance for specific requirements.

Landscaping Goals

- 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 wayfinding by emphasizing entrances and circulation patterns.
- Manage invasive species using ecologically sound practices.

Landscaping is an integral part of site development. With proper planning, trees, shrubs, and other plantings can provide shade, screen undesirable views, and add year-long color and interest.

OBJECTIVES

Salem should be characterized by a rich variety of landscape materials that enhance human scale, complement the architecture, reinforce circulation paths, highlight entrances, provide canopy shade, and add seasonal interest.

DESIGN GUIDELINES

Landscape Plans should be prepared by a landscape architect registered in New Hampshire, or other qualified professional familiar with local growing conditions. The plan should be accompanied by a simple narrative that describes the design intent, the plantings and other landscape features, maintenance, tree protection, and other relevant features of the plan.

A well-coordinated low-maintenance landscape that provides an attractive commercial setting.

Coordination with Site Features. The landscape plan should show all utilities, signage, lighting and other site features that may influence the selection or location of plantings. The plan should be designed to avoid conflicts (both at the time of planting and in the future) between plantings and other site elements.

Smaller shrubs should have been used in front of this business to avoid conflicts with windows and visibility.

Safety. The selection of plant materials should consider public health and safety. Plants to be avoided include those with poisonous fruits, large thorns, or invasive growth patterns. The ultimate form and height of plantings as they mature should be considered so they will not create unsafe conditions, interfere with utilities or block sight lines for pedestrians, bicyclists, or motorists.

A mature shrub next to a driveway could cause problems with visibility for cars exiting the driveway.

Rocks. Large rocks should be used very sparingly as landscape elements and only as accents in mass plantings. Rocks should not be used as substitutions for shrubs. Where used, they should be buried by a third to half of their depth.

Rocks should not be used in lieu of plantings.

While rocks keep cars out of the planter strip, they do not provide the visual interest or texture of well-designed plantings.

Variety. Plant materials should exhibit some seasonal color and interesting texture to create a distinctive, yet low maintenance environment. Landscape plans should strike a balance between monoculture (the use of a single species) and excessive variety. A list of recommended plant materials is included on pages 13 and 14.

Minimum Plant Sizes. Plant materials should meet the following minimum sizes at planting:

Street Trees	2 1/2 inch caliper
Ornamental Trees	2 inch caliper
Evergreen Trees	5-7 foot height
Deciduous Shrubs	30 inch height
Evergreen Shrubs	18 inch ht./spread
Perennials	2 year clumps
Ornamental Grasses	2 year clumps
Ground Covers	3 inch pots

The measurement for deciduous trees (caliper) is taken at a point 4 feet above ground level.

Irrigation. Underground irrigation is encouraged in front setbacks, public spaces, and other highly visible areas. It should be designed to prevent overflow or flooding onto walkways or parking lots.

Trees and shrubs should be at least the minimum size to be effective and withstand the rigors of a commercial site. These shrubs will eventually grow to effectively screen the parking lot.

The entrance to this building is reinforced by properly sized plantings that provide seasonal interest.

Planting Design. Planting design should stress simplicity in form and limit the number of species. Plantings should be massed to soften edges, corners, and pavement areas and to integrate the building into the landscape.

Invasive Plant Species. Plant species that are considered invasive or potentially invasive in New Hampshire should not be used in the landscape. The Landscape Plan should indicate how existing invasive species present on the site will be removed, using Best Management Practices. The following species are among those considered invasive in Salem:

NEW HAMPSHIRE PROHIBITED PLANT SPECIES (2009):

Ailanthus altissima	Tree of Heaven
Alliaria petiolata	Garlic Mustard
Berberis vulgaris	European Barberry
Butomous umbellate*	Flowering Rush
Cabomba caroliniana*	Fanwort
Celastrus orbiculatus	Oriental Bittersweet
Cynanchum nigrum	Black Swallowwort
Cynanchum rossicum	Pale Swallow-wort
Egeria densa*	Brazilian elodea
Elaeagnus umbellata	Autumn Olive
Heracleum mantegazzianum	Giant Hogweed
Hydrilla verticillata*	Hydrilla
Hydrocharis morsus-ranae*	European Frogbit
Iris pseudacorus	Water-flag
Ligustrum obtusifolium	Blunt-leaved Privet
Lonicera x bella Showy	Bush Honeysuckle
Lonicera japonica	Japanese Honeysuckle
Lonicera morrowii	Morrow's Honeysuckle
Lonicera tatarica	Tartarian Honeysuckle
Lythrum salicaria*	Purple loosestrife
Myriophyllum aquaticum*	Parrot Feather
Myriophyllum heterophyllum*	Variable Milfoil
Myriophyllum spicatum*	European Water-Milfoil
Najas minor*	European Naiad
Nymphoides peltata*	Yellow Floating Heart
Phragmites australis*	Common Reed
Polygonum cuspidatum	Japanese Knotweed
Potomogeton crispus*	Curly-leaf Pondweed
Rhamnus cathartica	Common Buckthorn
Rhamnus frangula	Glossy Buckthorn
Rosa multiflora	Multiflora Rose
Euonymus alatus**	Burning Bush
Acer platanoides**	Norway Maple
Berberis thunbergii**	Japanese Barberry

* species is currently regulated by the Department of Environmental Services [DES]

** species is banned in New Hampshire

Guarantee Period. All lawns and plant materials should be guaranteed by the landscape contractor for a period of at least two years. The developer shall submit a copy of a guarantee and a contract with the landscape contractor, indicating the terms of the guarantee period, or may obtain a letter of credit.

Resources. The following sources are recommended for additional information on the planting and care of trees:

American Standard for Nursery Stock: ANSI www.anla.org/applications/Documents/Docs/ANLAStandard2004.pdf.

Architectural Graphic Standards. Planting Details, James Urban, ASLA. pp. 178-182. 1998.

Principles and Practice of Planting Trees and Shrubs. International Society of Arboriculture. 1997.

Trees in the Urban Landscape. Site Assessment, Design, and Installation. Peter J. Trowbridge and Nina L. Bassuk. John Wiley & Sons. 2004.

Plantings have been used to create outdoor use areas and increase the attractiveness of this business.

OBJECTIVES

Mature trees along Salem's roads are an important element of community character. They provide significant shade, year-round visual interest, and comfort to pedestrians. Where practical, existing mature specimen trees should be preserved during development. Preserving large existing trees within the planting strip will decrease the number of new trees required.

DESIGN GUIDELINES

Existing Trees/Plants. The preservation of existing or unique trees or other significant plantings should be considered during the initial site inventory and development of the sketch plan. Transplanting and reusing trees and other plantings is strongly encouraged.

These trees were carefully saved during the development of this parking lot. The trees add buffer, visual interest, and shade.

Tree Protection. The landscape plan should show how existing trees and vegetation will be protected during construction. As a general rule, no construction activity should be allowed within the drip line (outer edge of the tree canopy). This includes grading, compaction, utility installation, stockpiling of construction material, or movement of vehicles.

Temporary Measures. Barricades in the form of snow fencing or similar materials should be installed during construction to protect trees and their root zones.

Professional Assistance. In the case of specimen or unusually large trees, the Planning Board may require a report from a New Hampshire licensed arborist that describes the procedures that will be used to protect the tree during and following construction.

Grade Changes. Grading within the drip line in excess of a few inches should be avoided since it may cause irreparable damage to the root system and cause the tree to die.

Tree Walls/Wells. Where grading is required near trees to be preserved, properly designed tree wells or walls may be used to ensure the long-term health of the tree. Such structural systems should be designed by a landscape architect or other qualified professional.

This mature oak tree was protected during construction and provides visual interest and significant shade.

This tree well should have extended out to the drip line to protect the root system near the surface.

OBJECTIVES

Commercial development should be separated from the adjacent roads by landscaped planting strips. These areas should be designed to screen parking areas, separate land uses, and visually unify Salem's commercial districts.

DESIGN GUIDELINES

Ground Covers. Appropriate groundcovers include turf grass, ornamental grasses, perennials, low-growing evergreens and flowering shrubs. Planting other than turf grass should be spaced close enough to achieve full coverage within 3 years after installation. Stone, wood chips, or other similar inert material should not be used as a substitute for vegetated groundcover.

Wood chips, stone, or other inert material should not be used as the primary groundcover in planting strips.

Planting strips should be fully vegetated with turf grass (above) or other living plant material.

A mix of groundcover, large shrubs and evergreen trees help to screen the side of this building from the public way.

Wildflowers can be an effective groundcover if properly installed and maintained.

Mulch may be used directly under plantings to preserve soil moisture. However, it should not be used as the primary groundcover. Where used it should consist of dark, decomposed shredded bark, with no piece less than 4 inches in any dimension.

Plant Masses. Shrubs, perennials, annuals, and ornamental grasses used in planter strips should be installed in masses or 'drifts' that emphasize colors, forms, and textures. The use of excessive numbers of different species as well as strict monoculture should be avoided.

Streetside Trees. The required trees within planter strips may be installed in a linear fashion or informal groupings. Linear plantings may be appropriate along roadways to create a boulevard effect, using large spreading deciduous trees to define the edge of the travelway, provide shade for pedestrians, and add scale to commercial corridors. Informal groupings may be appropriate in areas where existing vegetation has already established a particular rhythm and pattern to the streetscape.

Roadside Plantings. Trees should be planted a minimum of 5 feet from the edge of the roadway, driveways, and parking areas. Trees and other landscaping planted at intersections should preserve a clear area for sight lines.

Parking Lots should be separated from the street by plantings, earth berms, walls, and/or other landscape elements to minimize headlight glare and the view of vehicles, while still allowing the public to see the building.

Combination of berm and plantings help to screen the building and internal driveway.

Planting strips should contain street-side trees and preserve existing trees where practical.

To be effective, vegetation in planter strips should be tall enough to at least partially screen cars.

Informal groupings of mixed deciduous and evergreen trees make for a good buffer with seasonal interest.

Linear grouping of trees can be used to create a boulevard effect.

OBJECTIVES

Landscaping in parking lots can be used to improve its appearance, reduce the scale and amount of paved areas, define edges, provide shade, reduce headlight glare, and add seasonal interest.

DESIGN GUIDELINES

Trees in Parking Lots. Parking lots with 10 or more spaces should have at least one tree per eight spaces, planted in or within five feet of the lot. At least 10% of the interior area of any parking lot with 25 or more spaces should be landscaped. Larger and more visible parking lots should have more intensive landscape treatments.

Undesirable Plant Materials. High-maintenance trees that may damage automobiles with dripping sap, messy fruit, or hard seeds should not be used in or around parking lots.

Location of Trees. Trees in parking lots should be planted in informal groups, straight rows, or irregular groupings as space permits, or concentrated in certain areas. Trees should be planted a minimum of five feet from the end of parking lot islands.

Safety. Trees in parking lots or those that abut walkways should be pruned to at least eight feet above the paved surface to avoid becoming an obstacle. Shrubs and ornamental plantings in parking lot islands should not exceed 3 feet in height to avoid blocking visibility.

Parking Stall Separation. Landscaped areas that separate rows of parking stalls should be a minimum of nine feet in width.

Snow Storage. Landscape material surrounding parking lots and in islands should be able to tolerate large quantities of snow stored during winter months. Delicate woody plant material should not be used in areas where it is likely to be damaged by snow. Perennials (e.g., daylilies, hosta) can withstand snow mounds and return each spring unharmed.

Trees in these parking lots have been given an adequate amount of room for their root systems to grow. The lower branches have been pruned above eye height. Planting trees in groups provides more effective shade than individual plantings.

Grass or other living groundcover is preferred over inert mulch in parking lot islands to counteract the heat island effect.

Perennials can be an effective way to add color and visual interest to parking lots.

Tall shrubs in parking lots can block visibility and present a safety hazard. Their location also interferes with snow removal.

This island adds visual interest to the parking lot and can withstand harsh winter conditions.

Ornamental trees lead the eye to the entrance of this outlet mall. Shrub masses and/or berms should have been used in addition to better screen the parking lot.

Parking lot islands provide an opportunity to use a variety of plant species to break up the mass of pavement and introduce interesting textures.

OBJECTIVES

Trees are used throughout Salem - planted within the right of way, near buildings, and in parking lots. Trees should be sited to achieve full maturity and display their natural form. Planting plans should emphasize large shade trees within or near the right-of-ways in order to create a more unified streetscape.

DESIGN GUIDELINES

Suitability. Trees should be resistant to insect infestation, drought, disease, roadside salt, and auto emissions. All plant material should be suitable to Salem's growing conditions. A list of street trees for Salem is included in the **Recommended Plant Materials**, pages 13 and 14.

Coordination with Architecture. Trees should be carefully selected and located to complement the building elevation without blocking storefronts, signs, or lighting.

White birches add contrast to the building and cast a light shadow on this outdoor use area.

Trees should be planted at least five feet from curblines to protect them from plow damage and snow load. This planter is undersized for the application.

Planting Locations. Trees should be planted in locations where their root development and branching patterns will not interfere with window displays, signage, underground or overhead utilities, streets, and sidewalks.

Pedestrian Movement. The lower branches of trees planted near pathways and sidewalks should be at least eight feet above the pavement to minimize interference with pedestrian movement throughout the year.

These trees have been pruned to 8 feet above the parking lot walkway to minimize interference at eye level for both drivers and pedestrians.

OBJECTIVES

A variety of shrubs and ornamental plantings should be used throughout the community to add seasonal color, provide visual interest, help define spaces, screen undesirable elements, and emphasize circulation routes.

DESIGN GUIDELINES

Variety in Plantings. The use of flowering shrubs, evergreen shrubs, perennials, annuals, vines, ornamental grasses, and other plant material is highly recommended, in addition to street trees, evergreen trees, and ornamental trees. A list of plantings suitable for Salem is provided at the end of this chapter. See **Recommended Plant Materials,** pages 13 and 14.

Selection. The selection of plantings should consider ultimate height and spread, maintenance, pest and disease tolerance, and their nuisance potential (severe thorns, excessive leaf litter, etc.).

Foundation & Wall Plantings. Planting beds are recommended along exposed building edges, foundations and uninterrupted walls. Plantings should be installed a minimum of 18 inches from the wall to allow proper root zone development. Plantings should provide either a formal pattern or a naturalistic blend of heights, colors, and

Accent Plantings. The installation of special planting beds is encouraged in appropriate areas for visual accents in the landscape. These may include daylily beds, butterfly gardens, bog gardens, fragrant gardens, shade gardens, yellow foliage gardens, early blooming gardens, texture gardens, etc.

Small areas of accent plantings can add color, texture, and visual interest to the landscape.

A simple bed of flowering shrubs makes an effective, low-maintenance foundation planting.

Ornamental grasses and low shrubs provide a cost-effective, low-maintenance way to add year-round texture.

OBJECTIVES

Landscape plans should anticipate 3-8 years for shrubs to achieve maturity, and 15-20+ years for trees. Proper maintenance should be provided to assure that the landscaping achieves its proper form and full height. Maintenance of all landscape elements should be considered in the development of the Site Plan.

DESIGN GUIDELINES

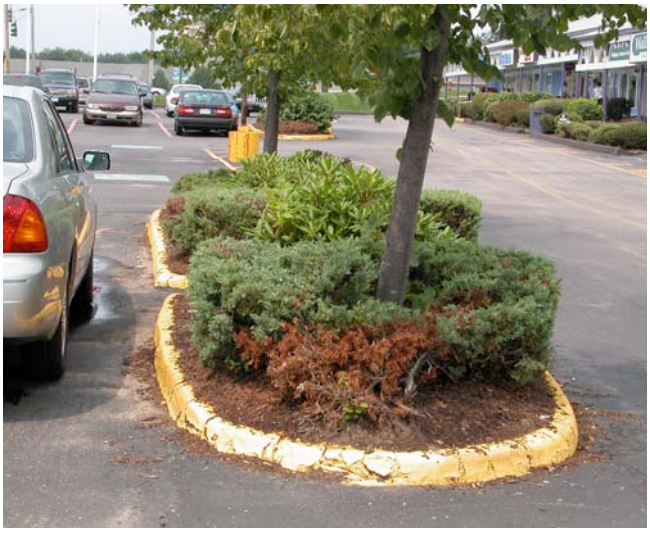
Maintenance Plan. A written maintenance plan should be provided as a supplement to the Landscape Plan for all landscape elements installed on the property. The maintenance plan should include (but not be limited to) initial installation, guarantee period, replacement policy, periodic and seasonal maintenance, use of pesticides and fertilizers, irrigation, seasonal displays, and special considerations.

Replacement Planting. If plant materials specified, including grass areas, do not survive or are damaged, they should be replaced in accordance with the approved planting plan and to provide the necessary landscape effect.

Parking lots can present particular problems for maintenance, with plantings exposed to salt, snow plows, piles of snow, and errant vehicles.

Low Maintenance Materials. The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged. Planting characteristics to be considered include: drought resistance (except where irrigated), tolerance to auto emissions, disease and insect resistance, lack of thorns that could trap debris, and relatively light leaf litter for ease of fall cleanups.

Natural Forms. All plant material should be allowed to achieve their natural forms without excessive pruning. Shaping shrubs into tight geometrical forms should be avoided.



Dead, dying, or diseased plantings should be removed and replaced within the growing season to maintain a unified, attractive appearance throughout the landscape.

Tight planting pockets and installation too close to buildings may put stress on trees and reduce their life expectancy.

OBJECTIVES

The plants on this list have been derived from a number of sources to inspire greater landscape variety in Salem. The final selection of materials should consider the specific growing requirements and characteristics of each plant and the conditions present within the site.

Plants that are tolerant to road salt are italicized.

STREET TREES

Aesculus hippocastanum	*Baumanii Horsechestnut*
Acer x. freemanii	Autumn Blaze Maple
Acer rubrum	Red Maple
Acer saccharum	Sugar Maple
Betula nigra	River Birch
Cercidiphyllum japon.	Katsura Tree
Cladrastis lutea	Yellowood
Fagus grandifolia	American Beech
Fraxinus americana	*White Ash: 'Aut.Purp' 'Aut. Applause'*
Fraxinus pennsylvanica	Green Ash
Ginko biloba	*Maidenhair Tree (m)*
Gleditsia triacanthos	*Thornless Honey Locust*
Prunus Maackii	Amur Chokecherry
Pyrus calleryana	Callery Pear
Quercus alba	White Oak
Quercus bicolor	Swamp White Oak
Quercus coccinea	Scarlet Oak
Quercus palustris	Pin Oak
Quercus robur	Upright English Oak
Quercus rubra	*Red Oak*
Quercus shumardi	Shumard Red Oak
Sophora japonica	Regent Scholartree
Tilia americana	American Linden
Tilia cordata	Littleleaf Linden
Tilia tomentosa	Silver Linden
Ulmus americana	Princeton American Elm; Frontier Elm
Zelkova serrata	Greenvase Zeklova

ORNAMENTAL TREES

Aesculus carnea	Red Horsechestnut
Amelanchier canadensis	Service Berry
Carpinus betulus	European Hornbeam
Carpinus caroliniana	American Hornbeam
Celtis occidentalis	Hackberry
Cornus Kousa	Kousa Dogwood
Cornus mas	Cornelian Cherry
Crataegus crusgalli inermis 'cruzam'	Cockspur Hawthorne
Cragaegus viridis	Winter King Hawthorn
Magnolia loebneri	Loebner Magnolia
Magnolia stellata	Star Magnolia
Malus species	Crabapple
Nyssa sylvatica	Tupelo
Ostrya virginiana	Ironwood
Phellodendron arboreum	Amur Corktree
Prunus sargentii	Sargent Cherry
Sorbus alnifolia	Korean Mountain Ash
Sorbus americana	American Mt. Ash
Syringa reticulata	*Japanese Tree Lilac*

Trees, shrubs, and perennial groundcover used to create a highly unified, inviting streetscape.

EVERGREEN TREES

Abies balsamea	Balsam Fir
Abies concolor	White Fir
Abies fraseri	Fraser Fir
Chamaecyparis thyoides	Atlantic White Cedar
Juniperus virginiana	Eastern Red Cedar
Larix dedicua	European Larch
Larix laricina	American Larch
Picea abies	Norway Spruce
Picea glauca	White Spruce
Picea omorika	Serbian Spruce
Picea pungens	Colorado Spruce
Pinus nigra	*Austrian Pine*
Pinus resinosa	Red/Norway Pine
Pinus strobus	Eastern White Pine
Thuja occidentalis	American Arborvitae
Tsuga canadensis	Canadian Hemlock
Tsuga caroliniana	Carolina Hemlock

FLOWERING SHRUBS

Arctostaphyllos uva-ursi	Bearberry
Aronia arbutifolia	Red Chokeberry
Aronia melanocarpa	Black Chokeberry
Azalea species	Azalea species
Clethra Alnifolia	Sweetpepper Bush
Cotinus coggygria	Common Smoketree
Cotoneaster adpressa	Creeping cotoneaster
Cotoneaster divaricatus	Spreading cotoneaster
Cotoneaster horizontalis	Rockspray Cotoneaster
Enkianthus campanulat.	Redveined Enkianthus
Forsythia 'Sunrise'	Sunrise Forsythia
Fothergilla species	Fothergilla species
Hamamelis virginiana	Witchhazel
Hydrangea paniculata	Panicle Hydrangea
Ilex glabra	Inkberry
Ilex verticillata	Winterberry
Kalmia Latifolia	Mountain Laurel
Lindera benzoin	Spicebush
Myrica pennsylvanica	*Bayberry*
Potentilla fruticosa	Bush Cinquefoil
Prunus maritima	*Beach Plum*
Rhododendron species	Rhododendron species
Rosa rugosa	*Beach Rose*
Rhus aromatica	Fragrant Sumac
Rhus typhina	*Staghorn Sumac*
Spirea species	Spirea species
Vaccinium corymbosum	Highbush Blueberry
Viburnum prunifolium	Blackhaw Viburnum
Viburnum sargentii	Sargent Viburnum
Viburnum trilobum	Amer. Cranberry-bush
Xanthorhiza simplicissima	Yellowroot

Flowering shrubs and perennials are an attractive way to edge a parking lot and soften the views.

PERENNIALS

Asclepias purpurescens	Purple Milkweed
Achillea millefolium	Yarrow
Aquilegia spp.	Columbine
Aster novae-angliae	New England Aster
Astilbe species	Astilbe
Cimicifuga racemosa	Bugbane
Coreopsis verticillata	Moonbeam Coreopsis
Echinacea purpurea	Purple coneflower
Geranium manculatum	Cranesbill Geranium
Hemerocallis species	*Daylilies*
Hosta species	Plaintain Lily
Liatris spicata	Gayfeather
Lobelia cardinalis	Cardinal Flower
Malva alcea 'Fastigiata'	Hollyhock Mallow
Monarda spp.	Beebalm
Perovskia atriplicifola	Russian Sage
Physostegia virginiana	Obedient Plant
Rudbeckia fulgida	Black-Eyed Susan
Sedum telephium	*Autumn Joy Sedum*

A simple planting plan that features drifts of perennials and ornamental grasses to accentuate the front of a bank building.

ORNAMENTAL GRASSES

Calamogrostis acutiflora	Reed Grass
Deschampsia caespitosa	Tufted Hair Grass
Festuca ovina 'glauca'	Blue Fescue
Panicum virgatum	Switch Grass

IV. LIGHTING

OBJECTIVES

Outdoor lighting directly impacts the visual appearance of Salem, as well as the town's safety and security. The following lighting guidelines are designed to help balance the need for visibility and safety and enhance the visual quality of Salem, while respecting the privacy of abutting residential properties. Lighting plans should consider illumination levels and fixtures that accommodate safety and visibility needs, but are also respectful of neighbors. Light levels should comply with the Town's requirements and not exceed the Illuminating Engineering Society of North America (IESNA) recommended minimum standards.

These Guidelines are intended to supplement, illustrate, and amplify the provisions of the Salem Ordinance, Zoning and the Exterior Lighting Standards for retail development in the Salem Site Plan Regulations, Chapter 268.

Lighting Goals

- Provide appropriate levels of lighting to ensure visibility and safety throughout Salem while avoiding over-illumination.
- Promote wise energy consumption.
- Help to unify the quality of the visual environment through the selection of attractive, appropriately scaled fixtures.
- Avoid light fixtures or mountings that can cause distractions or hazards to motorists or pedestrians.
- Minimize reflected light from parking lots and large commercial users that contribute to skyglow.
- Avoid intrusions onto abutting property owners, especially residential uses.
- Enhance noteworthy features such as monuments, sculpture, or architectural elements.

The lighting plan for this commercial building considers both security and visual appeal for motorists and pedestrians.

OBJECTIVES

Exterior lighting should be designed to provide the minimum level of illumination necessary for security, safety, and visual appeal for both pedestrians and vehicles. Lighting should allow activity after sunset without adding to unnecessary skyglow. Functional, aesthetic, and safety goals should be met with fixtures that are designed as integral site elements.

The color, form, and line of this fixture reflects the contemporary design of this office building. Its height and placement contributes to the human scale of the entrance.

DESIGN GUIDELINES

Lighting Plan. Lighting plans required for development plan review should be presented with the application to enable the Planning Board to properly understand and review the lighting design.

Luminaires. Lighting fixtures mounted on poles or masts should be cut-off fixtures (cut-offs control light 'spill' onto adjacent properties) except for period or historical fixtures described below.

Pole and Fixture Design. The location and design of lighting should complement adjacent buildings, pedestrian amenities, and site elements. Poles and fixtures should be proportionate to the buildings and spaces they illuminate.

A cut-off fixture that complements the simple line of this commercial building.

Period or Ornamental Fixtures. Decorative fixtures may be used as alternatives to cut-off fixtures, provided that they comply with the Site Plan Regulations, Chapter 268. Period or ornamental fixtures should be designed or selected to complement the color, form, and lines of the architecture on the site.

Period light fixtures can be an effective and attractive way to add character and scale to the landscape. Fixtures are available with internal baffles to minimize glare.

Mounting Heights. Light fixtures should be mounted at the lowest level allowing compliance with IESNA practices and Salem Zoning Ordinance and Site Plan Regulations.

Safety and Energy Conservation. Illumination levels should not exceed the minimums to provide safe conditions as currently defined by the IESNA, and the requirements of the Site Plan Regulations, Chapter 268.

This pedestrian fixture has been located to illuminate the crosswalk that leads into a commercial establishment.

These tall pole-mounted fixtures are out of scale with the development.

Detailed ornamental lighting, mounted on 10' poles, is in scale with the pedestrian environment.

Safety Considerations. The design and placement of plantings, buffers, screen walls, fencing, and other landscape elements should be coordinated with the lighting plan to eliminate dark spots and potential hiding places.

Feature Lighting. Unique building or landscape features may be highlighted if the lighting does not create glare or distraction. Neon tubes should not be used as lighting or advertising features on the exterior of buildings.

These light fixtures complement the surrounding architecture and site through the use of similar materials and appropriate scale.

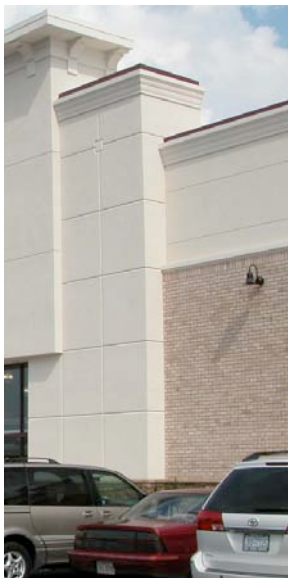
Light Pollution. Lighting should not cause spillover onto neighboring residential properties or create dangerous conditions due to glare on adjacent roadways. The maximum illumination level at the property line abutting residential properties should not exceed 0.1 footcandles. Unshielded light bulbs are not allowed.

After-hours Lighting. Where commercial properties abut residential areas, lighting in parking lots should be reduced to an average of 0.2 footcandles within one hour after closing.

Updating Existing Lighting. When existing fixtures are replaced or modified, the replacements should conform to the requirements of these guidelines and the Site Plan Regulations, Chapter 268.

Energy Saving Devices. Wherever practicable, lighting design should include the installation of timers, photo sensors, and other energy saving devices to reduce the overall energy required for the development and eliminate unnecessary lighting. The use of light-emitting diode (LED) lights is also strongly encouraged for efficiency.

A well-coordinated lighting plan that uses variations on the same fixture for both walkway and parking lot lighting.



The wall-mounted light fixture on the right appears too small in relation to the height and scale of this large retail store. A proper installation is seen in the left photo.

Small spotlights directed downward are easily aimed to prevent glare. The simple design of the fixture complements the line and colors of the sign.

OBJECTIVES

Proposed driveway lighting should be designed to provide the minimum lighting necessary for traffic and pedestrian safety. Lighting should not cause glare or avoidable spillover onto adjacent properties. Poles and fixtures should be proportional in size to the roadways they are illuminating.

DESIGN GUIDELINES

Illumination. Driveway lighting should be designed to illuminate the roadway and sidewalk, with a concentration on roadways. Light fixtures should be selected and aimed to prevent glare and spillage onto abutting properties. Retail lighting illumination levels should comply with the Exterior Lighting Standards and Site Plan Regulations, Chapter 268.

Luminaires. The use of metal halide lamps is strongly recommended for general illumination throughout Salem for their color rendition and energy efficiency.

Design. The design and color of fixtures (poles and luminaires) used along driveways should complement the architecture, landscaping, and street furnishing of the site to be developed or redeveloped in terms of color, form, and style.

Layout. The alignment and spacing of fixtures should follow a regular pattern that is coordinated with the layout of buildings, parking lots, and other site elements.

Coordination with Planting Plan. The layout of light fixtures should complement the spacing and rhythm of surrounding plantings, especially large shade trees. The lighting plan should take into consideration growth patterns of trees to avoid excessive pruning as trees mature.

Mounting Height. Light fixtures used in driveways and parking lots should be in scale with adjacent buildings. Mounting heights should comply with the Site Plan Regulations, Chapter 268.

Driveway lighting effectively used to add character to a new road and illuminate the adjacent sidewalk.

Simple 'shoe-box' fixtures mounted on square poles provide a clean look that complements the architecture.

OBJECTIVES

Lighting for parking lots, outdoor sales and service areas should be designed to provide the minimum lighting necessary for safety, visibility, and comfort, without causing glare or avoidable spillover onto adjacent properties or roadways, or an increase in skyglow. In general, these areas should have less illumination than other surrounding commercial uses.

DESIGN GUIDELINES

Layout. The alignment and spacing of fixtures in parking lots should follow a regular pattern that is coordinated with the orientation of buildings and other site elements.

Location. Light poles should be incorporated within raised planting areas wherever possible to avoid damage from vehicles and plows.

Bases. The use of bases raised above the level of plantings (when installed in islands or plant beds) or higher than one foot above the level of the pavement (when installed in walkways) is discouraged.

Coordination with Planting Plan. The lighting plan should be coordinated with the landscape plan to avoid obstructions from large trees, dark spots from shadows, or other conflicts as plantings mature.

This light fixture has been coordinated with the planting plan to avoid problems as the trees mature. A slightly raised base protects the pole from plow damage.

Illumination Levels. Illumination levels should comply with the Exterior Lighting Standards of the Site Plan Regulations.

Design. The design and color of fixtures used in parking lots should complement the roadway and pedestrian lighting, the architecture, and other street furnishings in terms of color, form, and style.

Luminaires. Metal halide lamps are strongly recommended in parking lots throughout Salem for their color rendition and energy efficiency.

Mounting Heights. Light fixtures should be mounted at the lowest level allowing compliance with IESNA practices and in conformance with the Site Plan Regulations, Chapter 268.

The lighting in this parking area has been coordinated with the design of the lights used in the walkways and entrance drives (see examples on page 4.)

Lighting placed at the circumference of this parking lot blends into the surrounding trees, reducing its visibility during the day.

These lighting fixtures are taller than the main building and out of scale with the site.

OBJECTIVES

The lighting of pedestrian spaces should consider users' needs and safety. Light standards should adequately, but not excessively, illuminate not only the space occupied by people, but also the elements within those spaces such as stairs, walls, benches, curbs, and landscaping.

DESIGN GUIDELINES

Heights. Mounting heights for pedestrian lighting should be appropriate for the project and the setting. Bollard fixtures, 3-4 feet in height, and ornamental fixtures, up to 12 feet in height, are encouraged as pedestrian area lighting.

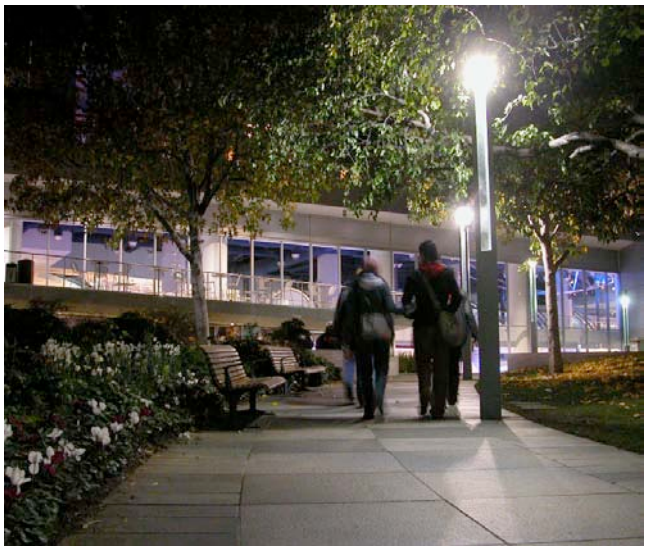
Luminaires. Lamps should be metal halide housed in a luminaire that is classified by IESNA as a cutoff fixture. In general, illumination should not exceed 100 watts.

Decorative. Ornamental and decorative lighting should be used to highlight significant design elements (e.g., gateways, plazas, major building entrances).

Design. The light poles and fixtures should be selected to complement the roadway and parking lot lighting, as well as the other elements of the streetscape.

Low pedestrian lights should be well constructed and secured to a permanent base to prevent damage and dislocation. The fixture on the left appears unstable and prone to damage. Bollard fixtures on the right provide even illumination and complement the building.

Unshielded wall-pac lighting can cause dangerous glare and make it difficult to see the stairway.



The glare from this unshielded walkway light may make it difficult to recognize faces of oncoming pedestrians.

This 10-foot fixture adds human scale to the landscape while illuminating the pathways.

OBJECTIVES

Facade lighting is a way of highlighting special architectural features and attractively landscaped areas, while adding depth and variety to Salem at night. Lighting used to illuminate building facades and landscaping should be limited to areas where it enhances particular features in accordance with the overall lighting plan and does not disturb surrounding residential areas.

DESIGN GUIDELINES

Intent. The lighting plan narrative should describe how the facades of individual buildings and/or landscaping will be lit (if at all) and the design intent behind such lighting.

Location. Lighting fixtures should be properly sited, aimed, and shielded so that light is directed only onto the building facade. Lighting fixtures should not be directed toward adjacent streets, sidewalks, or properties.

Mounting Heights. The maximum light fixture height for building-mounted light fixtures should be 15 feet on the facades facing public streets (the front lot line) and 20 feet on all other faces.

Wall Mounted Fixtures. Facade-mounted lighting fixtures should include full face shielding: either solid panel or louvers that direct the light upward or downward. This provision does not apply to ornamental lighting of 8,500 lumens or less.

Landscape Lighting. Landscape lighting should be properly sited, aimed, and shielded so that light is directed only onto the selected tree or shrub. Lighting fixtures should not be directed toward adjacent streets, sidewalks, or properties. The lighting plan should demonstrate that the installation will not generate excessive light levels, cause glare, or direct light beyond the landscaping toward the night sky. Indirect landscape lighting (uplighting and washes) is encouraged over high branch-mounted floodlights aimed toward the ground.

These facade-mounted lighting fixtures are visually compatible with the form and color of the building.

Unshielded facade-mounted lights are strongly discouraged because they cause glare and spill light onto adjacent properties.

OBJECTIVES

Lit canopies, architectural features, or devices used to illuminate gas stations, convenience stores, and drive-through elements of a building should facilitate the activities taking place in such locations without creating glare onto adjacent properties or roadways.

DESIGN GUIDELINES

Light Levels under Canopies. Lighting in areas around gasoline pumps and under canopies should comply with the Site Plan Regulations, Chapter 268.

Canopy Luminaires. Canopy-mounted light fixtures must comply with the Site Plan Regulations, Chapter 268 so motorists cannot see the source of light. Drop fixtures are strongly discouraged.

Fascia. Lights should not be mounted on the sides (fascia) or top of the canopy. Sides and tops of canopies should not be illuminated.

Drop fixtures are strongly discouraged since they can produce dangerous levels of glare and cause a nuisance to abutting properties.

Lighting should be considered as an integral part of the canopy design. The canopy fixtures are recessed so the light source is not visible and does not create 'hot spots' that are distracting to the passing motorist.

V. SIGNAGE

BACKGROUND

Signs play a central role in providing information, wayfinding, and setting the tone for Salem's visual environment. They inform motorists, bicyclists, and pedestrians, while having a direct effect on the overall appearance of the roadway.

These Guidelines are intended to supplement, illustrate and amplify the provisions of the Salem Zoning Ordinance and the Sign Standards of the Site Plan Regulations.

Signage Goals

- Provide basic, legible information with attractive, highly legible signage.
- Create distinctive signage that is compatible with quality architecture and site design.
- Reduce visual clutter along Salem's major roadways.
- Protect the investment of commercial interests throughout Salem by establishing a quality benchmark for future signage.

Highly legible sign characterized by simplicity in materials, forms, and lettering.

OBJECTIVES

Commercial establishments should be identified by attractive, legible signs that serve the needs of the individual business, complement the site and the architecture, and are legible to both the motorist and pedestrian.

DESIGN GUIDELINES

Signage Plan. Information on the location and design of signs should be submitted as part of the Site Plan application. It should be developed by a design professional experienced in commercial signage or environmental graphics. The applicant should resubmit the plan to the planning staff for a development review, if the building's tenant is unknown at the time of application. The plan should show the design, location, color, materials, contents, and type of lighting for each proposed sign.

Compatibility. Signs should be designed to achieve a high level of visual compatibility with the building(s) and surroundings through the use of similar detailing, form, color, lighting, and materials.

The signage for this retirement community complements the architecture through repetition of forms, colors, and detailing.

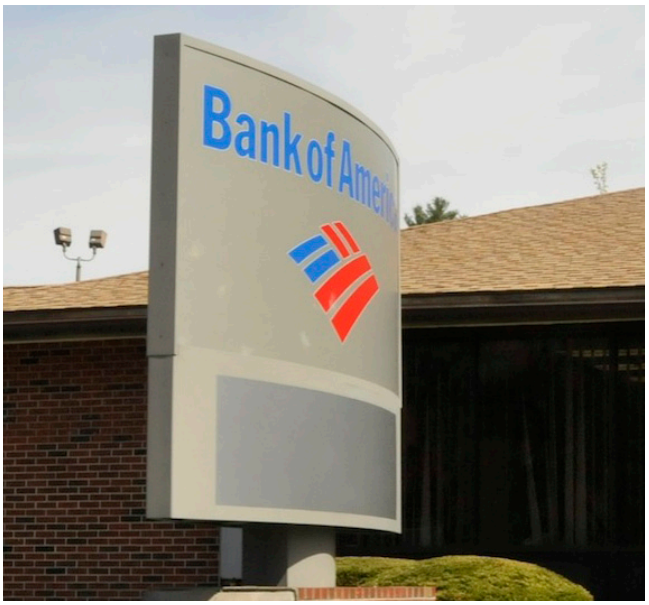
Design. The shape of the sign should complement the architectural features on the building. Simple geometric shapes are preferred for all signage. Signs should be detailed to complement the building.

Lettering Size. In general, the minimum lettering size for identification signs should be six inches in height. Smaller letters are generally unreadable at high speeds and may require motorists to slow down to read them, potentially causing safety hazards.

The name of the business and the main message is clear and readable.

Street Numbers. The principal site identification sign should contain the street address in a prominent location at the top of the sign to facilitate wayfinding and 911 emergency response. The street number should be at least 11" in height.

Advertising Features. Objects other than signs designed primarily to attract public attention are discouraged because they distract motorists and contribute to visual clutter. These include greater-than-life size models of food or other products, replicas of spokes-people associated with commercial products, rows of flags or banners, and internally-lit bands of color.



A clean and very legible sign that compliments the contemporary architecture

This street address is effectively incorporated into this directory sign.

Well-designed signage conveys necessary information and makes a positive contribution to the appearance of the community.

Signage is detailed to reflect the architectural elements that surround it.

Although the upper half of this sign is legible, the lower half is not. The vertical street name and change of color make it difficult to read.

Signage should be located in areas that will not be affected by snow plowing.

A carved entrance sign with a minimal amount of information.

This sign fits into the facade of the building without crowding.

Engraved wooden signs with granite post are very appropriate to Salem's character.

These three signs in a large shopping center, achieve compatibility with the architecture through the repetition of form, detailing, and materials.

OBJECTIVES

Signs used to identify businesses should be kept simple and direct in message and content. They should convey only the most essential information about the business. Motorists should not be distracted by signs containing excessive information.

DESIGN GUIDELINES

Content. Identification signs should contain a maximum of either 30 letters or 7 bits of information. A bit can be a syllable or a symbol. Repetitious information between signs and buildings should be avoided, regardless of the sign area allowed.

Advertising. The use of 'sponsor' logos, slogans, or other messages on a sign, where the 'sponsor' is not the occupant of the property or a franchiser of a business located on the property, is strongly discouraged. If a sign is sponsored, the name of the sponsor and/or its logo, should not occupy more than 25% of the total face of the sign.

Readerboards. Where readerboards are part of a permanent sign, they should contain no more than three lines of text. Lettering height should be a maximum of 6". The readerboard should be fully integrated into the overall sign design by virtue of its form, scale, color, and detailing.

A typical sign treatment for a large retailer, containing more information than is needed to identify the premises.

An identification sign for a similar use that contains the basic information on an attractive format.

The readerboard in this sign contributes to a cluttered appearance.

The readerboard has been designed as an integral part of the sign.

A simple, direct sign with five 'bits' of information.

OBJECTIVES

Facade-mounted signs used to identify commercial properties should be integrated into the design of the building.

DESIGN GUIDELINES

Design. Facade-mounted signs should be designed as an integral element of the architecture. The shape and materials of the sign should complement the architectural features on the building.

Location. Signs should not be mounted in locations that obscure architectural details on the building. Signage should be mounted on vertical surfaces without projecting above the facia trim. In general, signs should be located a minimum of 18" from the corner of the building.

Hardware. Signage should be mounted with concealed hardware or with decorative hardware to complement the design of the sign. Metal hardware should be stainless steel or galvanized to prevent rust and corrosion that could stain or discolor the building. Where hardware will be painted to blend with the sign, rust inhibiting paint should be used to prevent streaking.

This facade-mounted sign is out of scale with the signboard that supports it.

These signs are well integrated with the architecture, using only essential information about the tenant.

Mounting hardware can emphasize a sign and greatly enhance the building appearance.

These coordinated facade-mounted signs are in scale with the building design.

OBJECTIVES

Multi-tenant commercial properties should provide legible, attractive signs that help people identify the property without contributing to sign clutter. Entrance signs should stress the identity of the place and de-emphasize individual tenants that occupy it.

DESIGN GUIDELINES

Hierarchy of Signs. A hierarchy of signage should be established to facilitate wayfinding and minimize site clutter. Multi-tenant properties on major roadways should be identified by a simple identification sign in a highly visible location.

Identification Signs. Multi-tenant buildings or multi-buildings sites should have one identification sign conveying an overall identity for the property. This sign should be located near the main entrance to reinforce circulation patterns and minimize visual clutter.

Identification signs that also list multiple tenants, should exhibit a logical hierarchy in the display of information (i.e., address, name of building/ development, primary tenant, other tenants). Only essential information (the name of the tenant) should be displayed on the main sign. Phone numbers, hours of operation, advertising slogans, etc. should not be listed.

The name of the center is very difficult to read and conflicts with the street number.

Street Numbers. The main identification sign for multi-tenant properties incorporate the street address into the sign to facilitate wayfinding and 911 emergency response.

Compatibility. The design of multi-tenant signs should be coordinated with the design of the principle building(s) in terms of color, materials, detailing, and style.

Color Consistency. Multi-tenant signs should conform to a simple color and graphic palette in order to minimize the confusion and clutter of the sign. In general, multi-tenant signs should have no more than three colors.

A well-designed, multi-tenant sign with good hierarchy. The plaza tenants are clear but the name of the property and the street addrss is less pronounced, making it difficult to read.

The shopping center's name in middle is overpowered by the individual signs above and below. Overall, the sign is clear and legible.

This outlet mall is identified by a single sign at the entrance; names of the tenants are only found on the building facades. The result is less clutter along the highway.

The names of individual tenants compete for attention, making it very difficult to read while driving by.

A multi-tenant sign with a clear hierarchy of information. Individual tenants are listed in large print for legibility.

OBJECTIVES

Lighting for externally-lit signs should be designed as an integral part of the sign design. Lighting must not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb the surrounding residential areas or contribute to light pollution.

DESIGN GUIDELINES

Light Level. The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.

Lighting. Lighting fixtures should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights should not be aimed toward adjacent streets, sidewalks, or abutting properties. Ground-mounted lighting should be screened or partially buried to minimize the view of the light source.

Light Sources. Top-mounted lighting fixtures should be directed downward in a manner that hides the light source. Uplighting may be used if the fixture will be aimed to prevent light spillage beyond the sign.

Design. Light fixtures and mounting devices should be selected to complement the color and design of the sign and the architecture. Concealed light sources are strongly encouraged.

The lawn-mounted light fixture has been aimed to avoid spillover onto abutting property. Landscaping could conceal light sources and minimize hotspots for drivers and pedestrians.

These top-mounted light fixtures are not well shielded or integrated into the design of the sign.

In both examples the top-mounted light fixtures are well-located, aimed, and shielded so that only the sign is lit. The lighting fixtures complement the signs and the buildings.

OBJECTIVES

Internally-lit signs should not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb surrounding residential areas or contribute to light pollution.

DESIGN GUIDELINES

Design. Internally-lit signs should consist of light lettering and/or symbols set against a dark background to minimize the amount of light emanating from the sign. Internally-lit letters and symbols are preferred over whole panels that are internally lit.

Mounting Systems. Signs should be mounted in a manner that provides adequate support for the weight of the sign. Mounting systems should be designed to be compatible with the architecture in terms of color, forms, and style. Electrical connections, wiring, junction boxes, and other similar devices should not be visible from pedestrian pathways or roadways.

Intensity. Internally-lit signs should not act as light fixtures or cause glare on nearby pathways or roadways.

Maintenance. Signs should be located where they can be easily maintained. Non-functioning bulbs should be replaced immediately.

The sign's background and light lettering emphasize the company's name while minimizing glare.

An effective use of individual internally-lit letters to create a simple identity for a commercial building.

This franchise sign is both internally and externally lit with neon tubing.

The yellow background of this sign causes it to act as a giant light fixture.

OBJECTIVES

Many land uses in Salem rely upon temporary signs on occasion to convey specific information, alert the public to special events, or announce new businesses. The design and placement of temporary signs should be closely related to existing sign systems, landscape improvements, and the building design to avoid visual clutter.

DESIGN GUIDELINES

Content and Design. The same guidelines established for the content and design of permanent signs should be applied to temporary signage. Refer to the temporary sign provisions of zoning ordinance for specific requirements.

Location. Temporary signs should be installed in locations that do not create a hazard for pedestrians or vehicles.

A simple message on a temporary sign.

A temporary sign to announce a new business.

Moveable signs such as these are discouraged as temporary signs.