Town of Stoughton
Downtown Storefront Improvement
Design Guidelines-February 28, 2018

A Supplement to the Stoughton Center Mixed Use Overlay District
Design Guidelines (2006)

Acknowledgements:

The Town of Stoughton acknowledges the work and support of the Friends of Stoughton Center and various boards and committees:

Pamela McCarthy, Economic Development Director

Noreen O'Toole, Town Planner

Joseph Scardino , Planning Board Chairman

Reference Documents

The Downtown Storefront Improvement Design Guidelines draw from existing planning documents in the Town of Stoughton, including but not limited to:

Economic Development Master Plan Downtown (2015)

Visual Preference Survey (2014)

Stoughton Center Mixed Use Overlay District Design Review Guidelines (2006)

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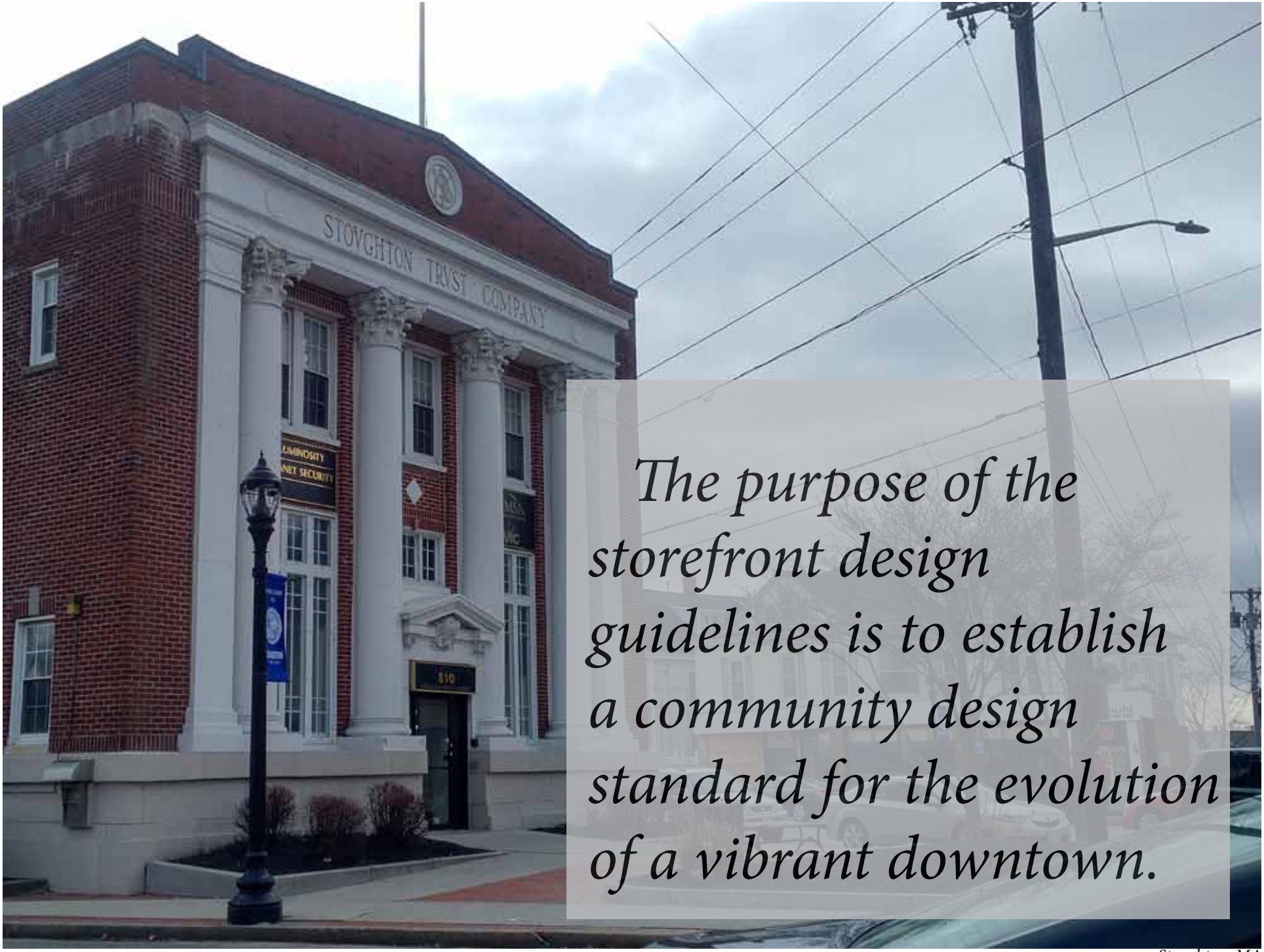
Example of Storefront with Awnings, Blade Signs and Outdoor Seating on Sidewalk, Southbridge, MA

Table of Contents



The purpose of the storefront design guidelines is to establish a community design standard for the evolution of a vibrant downtown.

Stoughton, MA

I. OVERVIEW

A. Introduction

The Downtown Stoughton Storefront Improvement Design Guidelines have been developed in conjunction with public input to further the efforts of Town planning objectives identified in Reference Documents such as the Economic Development Master Plan Downtown (2015) and the Stoughton Center Mixed Use Overlay District (SCMUOD) Design Review Guidelines (2006).

B. Purpose & Applicability

The purpose of the Downtown Stoughton Storefront Improvement Design Guidelines is to establish a community design standard for storefront facades in the evolution of a vibrant downtown and to guide both the Applicant and the Permitting Authorities. Projects falling within the SCMUOD are required to comply with the Storefront Improvement Design Guidelines in addition to other local by-laws, regulations, and guidelines. (*Figure 1 Map)*

The Storefront Improvement Design Guidelines apply to facade improvements; both renovation/restoration and new construction projects, in addition to signage for existing or new businesses within the SCMUOD. The Storefront Improvement Design Guidelines are supplemental to the current SCMUOD Design Review Guidelines (2006); where a conflict occurs the Storefront Improvement Design Guidelines yield to the 2006 version with the final interpretation being at the discretion of the Planning Board. Applicants are encouraged to meet with Town of Stoughton staff in advance of applications for further clarification. The Storefront Improvement Design Guidelines do not supersede applicable zoning bylaws.

C. Relation to Planning Board

The Planning Board will review the Downtown Storefront Improvement Design Guidelines. It is the intent of the Design Guidelines that they be adopted as a Regulation of the Planning Board, to be maintained and used in conjunction with existing planning documents, regulations, and by-laws.

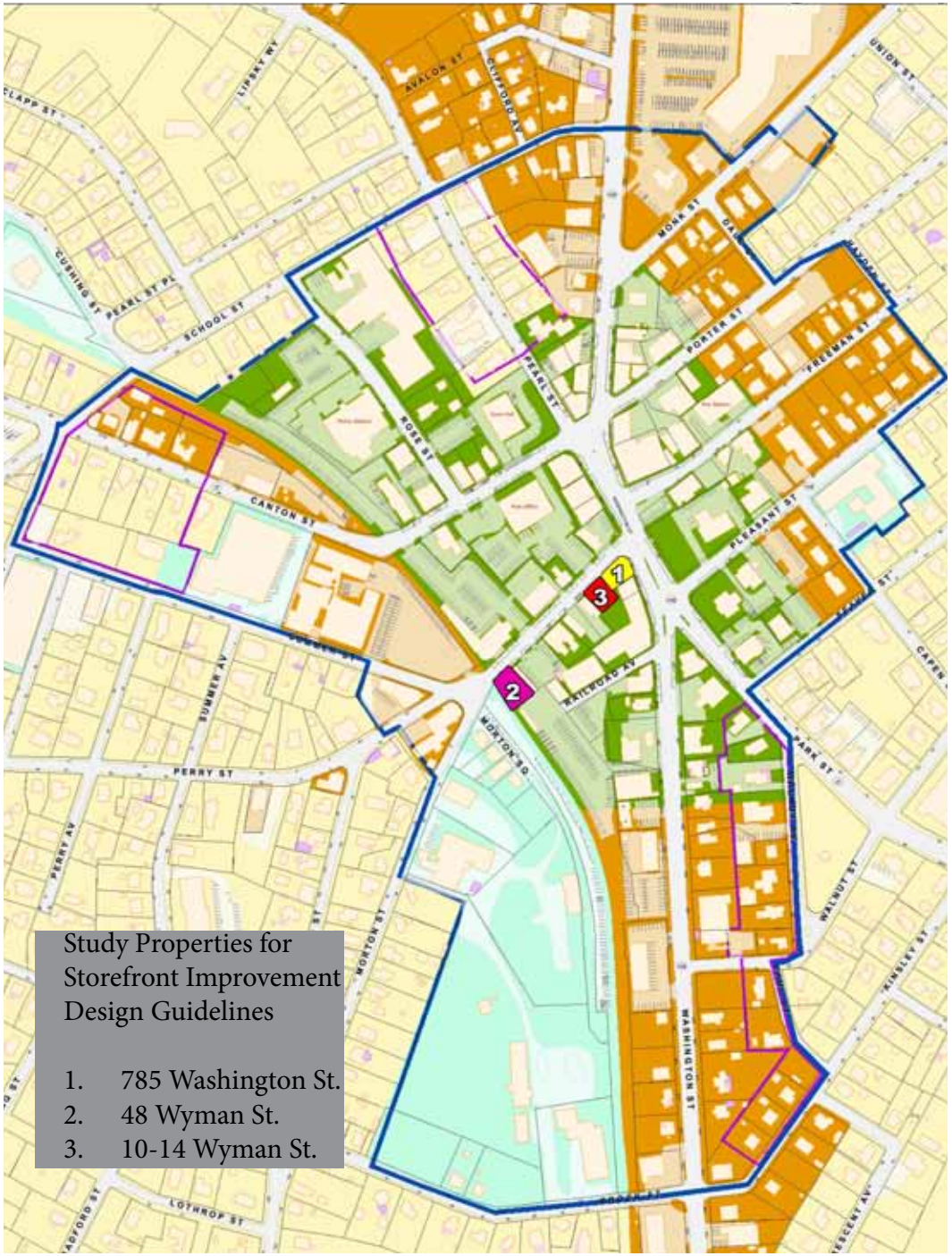


Figure 1 Map of Stoughton Center Mixed Use Overlay District with (3) sample properties identified

Consult with the Town Economic Development & Planning Department with questions about the design guidelines.

Where storefront improvements trigger zoning or planning review, the application will be reviewed by the Permitting Authority for consistency with the Design Guidelines.

D. Expedited Review

Where storefront improvements do not trigger planning or zoning review, the building permit application will be reviewed internally by a Project Review Committee consisting of the Town Building Inspector, Town Planner and Town Economic Development Director for consistency with the Design Guidelines.

E. Submission Requirements

The following list includes the items typically required for the Design Review process. This list is not exhaustive - refer to Permitting Authority requirements and note that the Project Review Committee may require more or less information depending on the nature of each application. If you are unsure as to whether you need to submit these items, consult with the Economic Development Office & Planning Department early in the process as well as your design professional. It remains the responsiblity of the Applicant to demonstrate that the proposed design adheres to the Design Guidelines.

Please submit the following items for **Storefront** (**Facade) Improvement Projects**:

1. Color photographs showing existing building and site conditions of the subject property and adjacent properties.
2. Existing Conditions exterior elevations and plans prepared by a design professional.
3. Proposed Conditions (Schematic design) exterior elevations defining heights, proposed entrances, windows, signage, all materials, finishes, colors and features of the entire facade. Proposed floor plans should indicate major dimensions and should be prepared by a design professional.
4. Concept site plan indicating proposed changes to buildings and structures (if any) as well as, parking areas, driveways, service areas, usable open space, landscaped

areas (including proposed fences, walls, planting areas, and walkways).

5. Color perspective rendering of proposed work within the streetscape context.

6. Supplemental information as requested by the Project Review Committee

Please submit the following items for **Storefront** (**Sign) Improvement Projects**:

1. Color photographs showing existing signage on the building and on the subject property. If existing signage on adjacent properties has an impact on the subject property, please include photographs illustrating the impact.

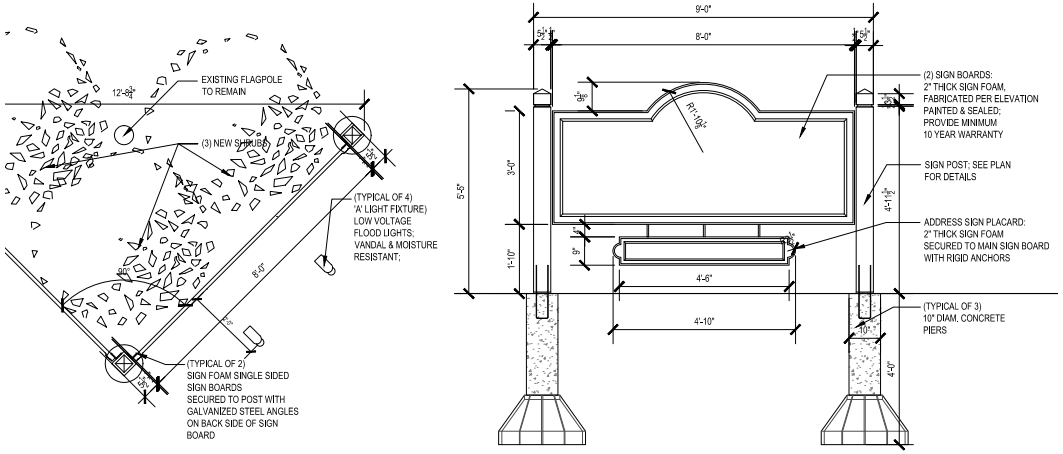
2. Proposed Signage Elevation & Plan defining heights, widths, materials, finishes, lighting and color prepared by a design professional. Construction details of the proposed signage are required to ensure the durability of the sign construction.

3. Color perspective rendering of proposed signs within the streetscape context.

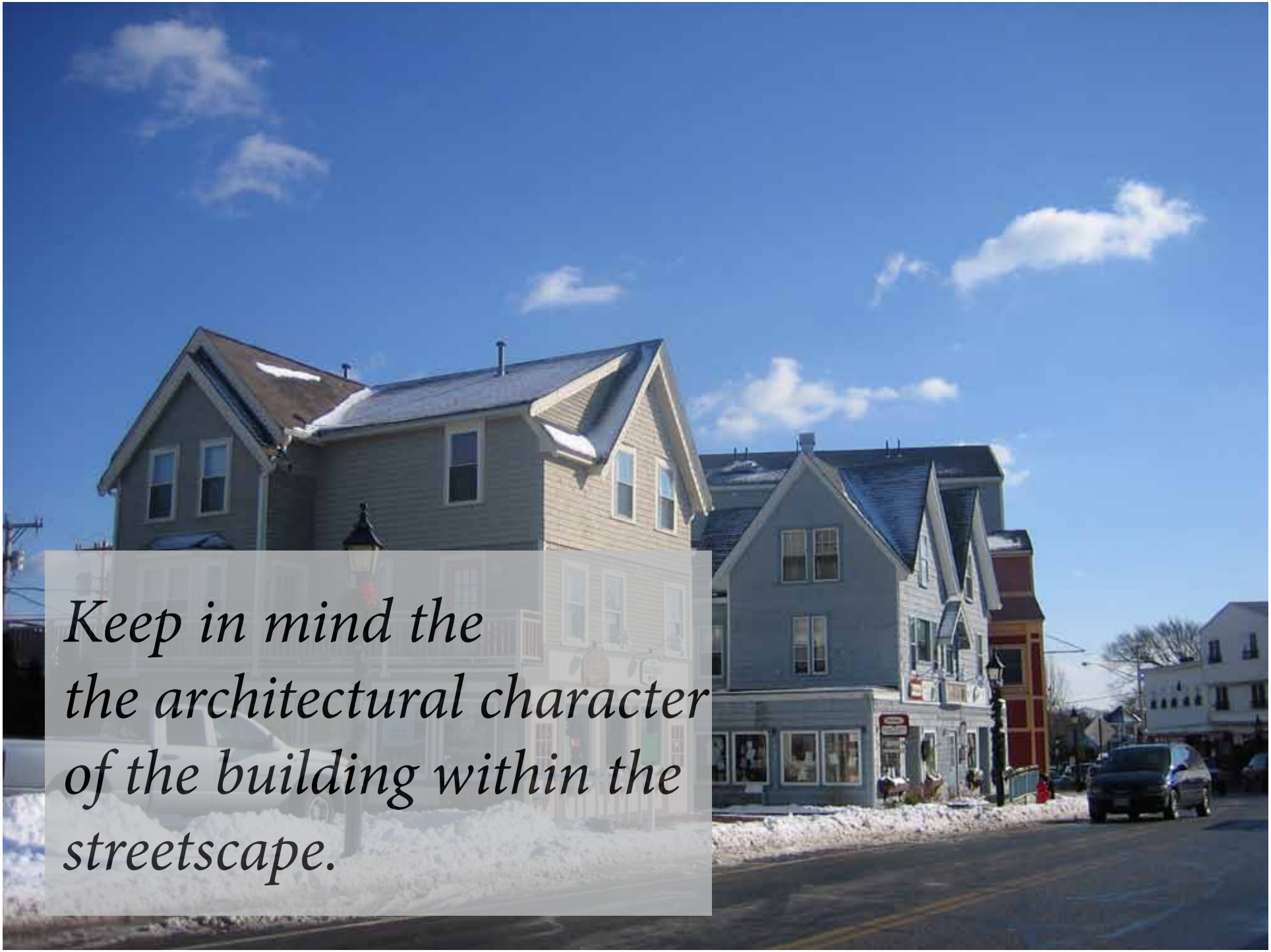
4. Supplemental information as requested by the Project Review Committee.

Stoughton, MA: This is a local example of perpendicular blade signs over the sidewalk.

Proposed exterior elevations for facade improvements should be submitted in color to depict materials and color palette; be specific about proposed signage on the building facade.



Proposed sign improvements should be submitted in elevation and construction detail. Be specific about proposed lighting, landscaping, materials, and color palette.


Keep in mind the the architectural character of the building within the streetscape.

Onset, MA

II. GENERAL PROVISIONS

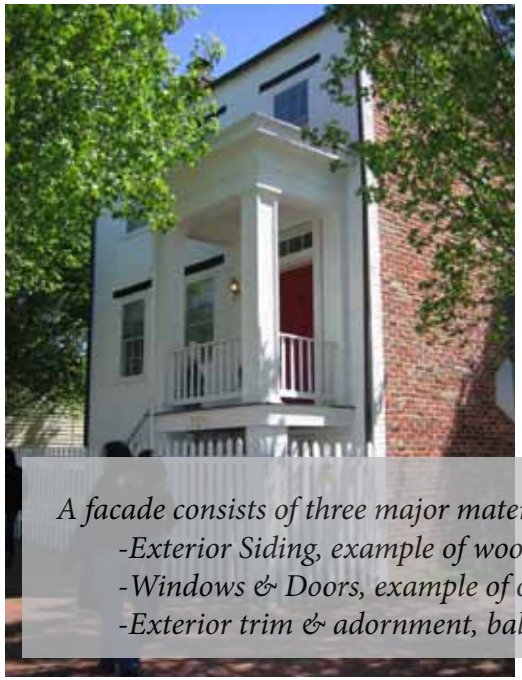
A. Architecture (Facades)

A building facade consists of three major material components each having a variety of options from which to choose: 1) the exterior siding or cladding, 2) the windows and doors, and 3) the exterior trim or adornment.

Depending on the building height, design & style, the facade design is organized accordingly.

Facade materials have a strong impact on the perception of quality. Improvements in Downtown Stoughton should utilize quality materials and finishes on building facades to convey integrity, permanence and durability.

Facade colors have an equal impact on the perception of quality. Colors used on facades should complement (but not necessarily match) the colors used on adjacent buildings; with certain building materials such as brick, the inherent color of the material should not be obscured. *(See Appendix C, Color Palette Examples)*



A facade consists of three major material components:
-Exterior Siding, example of wood & brick
-Windows & Doors, example of operable & fixed
-Exterior trim & adornment, balconies & porches with signage & awnings

Richmond, VA

Seattle, WA

i. Building Design/Use Types

Building uses can evolve over time and are not always related to the building style. For example, a **single use** building such as large residential home of the 1880's is often converted to office space. When renovating or re-using a residential building for commercial use in Downtown Stoughton, maintain the building's residential characteristics including but not limited to wood siding, sloped roofs, and landscaping along the street frontage. These use-conversion buildings provide a transition from the more commercial area of Stoughton Center to the surrounding residential areas.

Where multiple uses occur in one building, maintain a single building facade design and single color palette. To differentiate uses or businesses in a **multiple use** building, design signage in such a way to add visual interest with differing colors, fonts and sign types. For instance, a sign band of a multiple use building may differentiate businesses through use of wall mounted or blade signs.

Stoughton, MA; an example of a multi-use building with a single building facade design that maintains the characteristics of the adjacent residential buildings along the streetscape; wood siding, sloped roofs and landscaping along the street frontage.

Stoughton, MA; building style examples of various periods of history downtown; this example illustrates wood siding with operable and fixed windows.

Stoughton, MA; building style examples of various periods of history downtown; this example illustrates masonry construction and detailing along with fixed storefront windows.

ii. **Building Style**

A historic building style refers to a building designed during a specific period of time. In New England, many buildings built in the 1880's reflect a Carpenter Gothic or Victorian style; while others built in the 1920's reflect an Art Deco style. Stoughton, like many Massachusetts communities has an eclectic collection of historic period style buildings. In renovation projects, the design guidelines encourage the restoration or maintenance of the original historic period style where feasible. In new construction projects, the design guidelines encourage a building style that is harmonious with adjacent buildings in material and/or color.

Both new construction and renovation should aim to achieve architectural coherence. Avoid combining too many architectural styles. For example, too many window styles may create a sense of clutter and confusion.

a. In renovation or restoration projects, avoid obscuring period style architectural details with more contemporary materials.

b. In new construction projects, any architectural style may be proposed, provided that the facade components are organized and that the mass and scale of the building relate to the context of the adjacent buildings and surrounding neighborhood. Propose facade components that are harmonious with the proposed building style and where feasible, adjacent buildings to create a cohesive streetscape.

c. In both renovation and new construction projects, facade details help in defining the building style. These details should relate to the building's structure, function or be appropriate to the building style rather than be arbitrary and appear as an afterthought.

d. Where new construction is adjacent to historic buildings, design the new building facade to be compatible with the historic architecture. The new building facade should not directly copy a historic style. Utilize the older architecture to inform the new design.

iii. Building Materials

Materials should reflect the structure and style of the proposed facade, and if a renovation, reflect the original building style.

a. Utilize quality building materials.

b. Use of more than one building material is encouraged to differentiate facade components.

c. Where side facades utilize different materials, extend the front facade material around the corner and/or use the exterior trim/adornment to differentiate between the two materials.

d. Use building materials that are in harmony with adjacent building materials. It is not required that building materials match identically.

e. Avoid painting building materials that have an inherent color such as brick or stone.

iv. Building Colors

Colors should highlight the facade of the building and its' major components.

a. Use color as an accent or a differentiator of the three major components of the facade; siding, windows and exterior trim/adornment.

b. Accent colors, that tend to be brighter and more intense, should be used sparingly as highlights.

c. Avoid fluorsecent or "day-glow" colors

d. Where feasible, the natural color of the material is more desirable; for instance a brick building should not be painted.

e. Group colors in palettes by material *(See Appendix C)* or refer to local paint suppliers and their manufacturers' recommended historic color paint palettes.

f. Where multi-uses or multi-tenant buildings exist, the building color should be consistent throughout the facade. One color palette of approximately 2-4 colors. Consult with your design professional on building colors. Signage, awnings, and window displays should be used to express the individuality of each use or tenant.

Kitchener, ON; example of building color inherent to building material. This is a multiple use building which includes restaurant below and office and residential above.

Southbridge, MA; example of cohesive use of building colors and materials that maintain architectural character of original building.

Wareham, MA: example of differing planes between ground level facades and upper levels to create visual interest.

New Bedford, MA: example of larger stone base at building facade with brick masonry above.

v. Building Scale & Proportion

The scale and proportion of a building keep the facade design in balance which in turn helps to define the streetscape. In most traditional New England buildings, the proportions are vertical as opposed to horizontal and whose scale is a collection of smaller components adding up to a larger mass.

Traditionally, the height of individual windows is taller than the width of individual windows. Successful storefronts utilize this same proportion, throughout the overall building facade design.

Careful consideration should be given to bulk and mass of a building facade early in the design process. Studying the distance of the primary facade from the street line relative to the height of the building is imperative to understanding the proposed bulk and mass.

a. Use differing planes on the ground level facades from the upper levels to create visual interest; approximately every 20 feet depending on building design and use.

b. Avoid overpowering the streetscape or adjacent buildings with facades that are too tall, too close to the public way. Consult with your design professional to define the bulk and mass of the building and its' facade design.

c. In single story, framed buildings with gable or hip roofs, consider maintaining eave heights as low as possible to evoke a pedestrian friendly environment.

d. When utilizing different building materials on the building facade, arrange the materials so that the larger and heavier are at the bottom portion of the storefront, traditionally called the kick plate directly below the windows.

vi. Building Roof Form & Height

Roof forms (shape) should be consistent with the building design as well as with roof forms of adjacent buildings. Traditional roof styles found in and around Stoughton which are appropriate for facade design include: parapet with cornice, gable, hip, gambrel and mansard.

a. Use traditional New England roof forms such as gables, hips, gambrels, mansards, and parapet wall.

b. In renovation projects, maintain existing roof forms. Where new roof forms are being added to the primary roof form, incorporate dormers that are of similar slope and smaller in scale than the primary roof form.

c. In new construction projects, any traditional roof form may be proposed, provided that the roof form is appropriately scaled to the facade components and that the mass relates to the context of the adjacent buildings and surrounding neighborhood.

d. Where flat roofs are proposed, they must be accompanied by a parapet wall that relates to adjacent buildings' roof lines and strengthens the overall composition of the building and the streetscape. Parapet walls or screening should be used to hide roof mounted equipment on all facade improvement projects.

e. Avoid skylights on primary roof forms; utilize dormers to allow for natural light into building upper levels and attics.

f. Design roof overhangs to be appropriately scaled to the building facade. Overhang projection should be determined by considering the height above grade and the effects of snow and ice.

Building height is often a function of the building use and is defined by district in other regulations and by-laws. Work with your design professional to determine appropriate scale and height of the building facade recognizing that this may affect height of windows and doors in the building facade.

a. Facade components should have coordinating proportions to overall building height.

Stoughton, MA; one of the most prominent roof forms in the Downtown is the Town Hall building roof, shown above. It is sloped and culminates in a cupola. The primary roof has secondary dormer roofs of similar slope and smaller in scale.

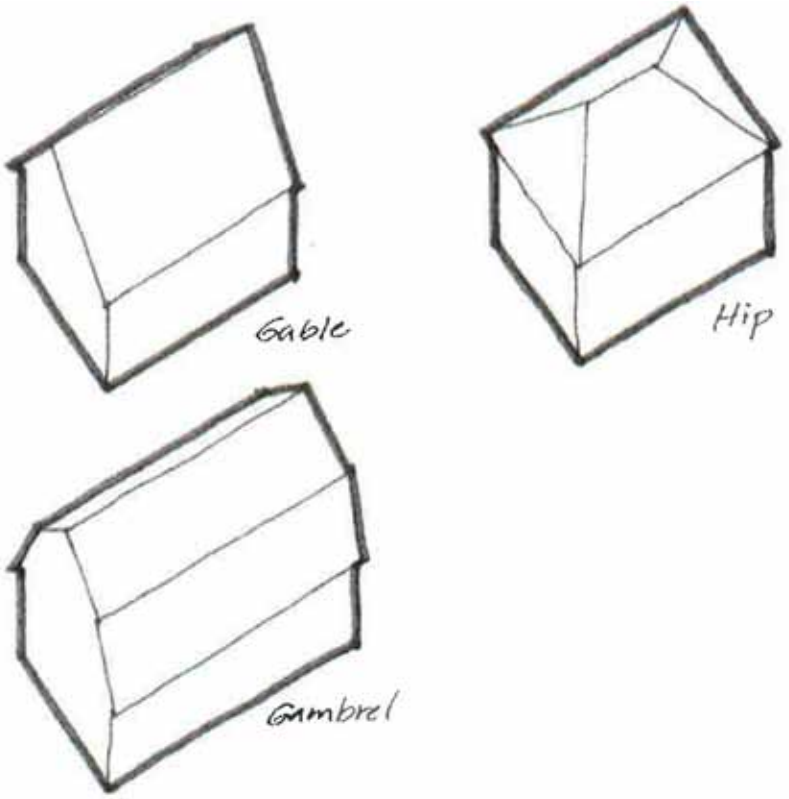


Diagram of traditional New England roof forms; dormers should be secondary to primary roof forms in scale, height and proportion.

Stoughton, MA: example of parapet roof construction with large cornice and individual roof forms over bay windows with a sign band for first floor commercial uses. The majority of the storefront at the pedestrian level is designed to be transparent.

Boston, MA: example of large opening with operable folding door system in a building facade design. Use of this type of door system enlivens the streetscape through user activity. Photo credit: sonsieboston.com

vii. Building Doors (Entrances)

Building doors should be clearly lit and distinguishable upon approach. Where doors are part of a window storefront system, the doors should have the same amount of tranparency (glass) as the window storefront at a minimum. All entrance doors should be designed to meet accessibility requirements as outlined in Massachusetts 521 CMR. Secondary doors for upper levels or ancillary uses should be designed to be distinguishable as such. It is important to remember that every entry point to a building serves a specific purpose and for purposes of the storefront improvement design guidelines, the focus of building doors is for the ground level; typically the storefront entry door.

a. Consider the storefront entry door or entrance the first point of contact with your customer; keep it clean and clutter free.

b. Use clear glass in building door entrances; avoid use of dark, tinted, or reflective glass in building doors. The amount of glass utilized should be dictated by the use of the specific door. For instance a rear egress door may have a small amount of glass for visibility and safety purposes whereas a storefront entrance door may be entirely glass for visibility of product and services within.

c. Design door thresholds and clearances to accommodate accessibility requirements per 521 CMR.

d. Where the building wall is on the property line, recess door entrances to allow for outswinging doors and provide a transition area between the street and the building interior.

e. Large, operable door systems such as folding doors or lifting doors are encouraged, provided that the scale and proportion of the openings are in keeping with the overall facade design. Work with your design professional to select an appropriate door system that meets your building design and use.

f. Light building door entrances appropriately for safety and as well as aesthetics without overlighting adjacent buildings or surrounding areas.

viii. Building Windows

Building windows come in a variety of style and function such as double hung, fixed, and casements. Window types are most often selected based on function; ie whether or not the window is operable. Traditionally, New England storefronts have incorporated a combination of large double hung windows, fixed picture windows and full aluminum storefront with a low (+/- 18") kick plate of wood panel, stone or masonry units such as brick. On upper levels of multi-use buildings, double hung windows are the most common and appropriate as the upper levels often contain residential or offce uses. For purposes of the storefront improvement design guidelines, the focus of building windows is for the ground level; typically the storefront windows.

a. At the ground level (pedestrian), maintain a minimum of 50% of the building facade as clear glass.

b. Use clear glass in building windows; avoid use of dark, tinted, or reflective glass.

c. Avoid interior window signage and display cases that prevent pedestrians from seeing inside. If privacy is required at the ground level, provide interior window treatments that are designed to fit the window.

d. Where any side of the building is visible from a street or public space, the facade design should incorporate windows of a style that is in keeping with the overall building design.

e. Storefront windows should be integrated with the overall facade design and proportional to the overall building style and where applicable, the upper levels. Height is one of the most important aspects of storefront window design.

f. Distinguish building uses through selection of window styles. For instance, in an upper level residential or office use, select double hung windows with or without muntins.

g. Avoid obscuring storefront windows with paper or other temporary materials for more than 30 days.

Stoughton, MA: example of double hung windows utilized on the second floor and storefront windows on the first floor. Avoid exposed mechanical systems in the storefront.

Stoughton, MA: Entry doors are recessed into building facade and overall facade design is organized by architectural elements

Plymouth, MA: example of a side porch facing an outdoor seating area complete with landscaping, tables, chairs and colorful umbrellas.

New Bedford, MA: example of two storey architectural columns supporting the entry pediment.

Plymouth, MA: example of architectural brackets supporting the porch roof overhang.

ix. Building Details
Wood Brackets, Porches, Columns, Towers, Decorative Siding and Trim

Building details that are in keeping with the facade design and style are critical to the success of a good storefront. Where possible, the facade design should incorporate details such as brackets, porches, columns, pediments to break up the planes of a particular facade design. For example, a porch whether it is enclosed or exposed to the weather provides a transition from the sidewalk to the building interior. The porch maintains a presence on the street without overpowering the front property line with a looming building mass above.

Building brackets are typically triangular in shape and support overhangs such as primary and secondary roof forms. Brackets come in a variety of building styles from simple to ornate and should be sized proportionally to the overhang they support.

Building columns are most often structural and should portray their ability to withhold the weight of the building above. Columns help to create a rhythm for the facade design and when used with building windows the organization of the facade design is straightforward and easy to understand.

Towers are architectural components that add interest to a building design and they can be used to identify the main entrance or main intersection of a building. Clocks and bells have traditionally been incorporated into building towers. As with many architectural components, they should not be overdone. Consult with your design professional as to whether or not a tower can or should be incorporated into your facade design.

Exterior siding and trim details add to the character of a building facade. Incorporating decorative elements such as a different shape shingle in the field of regular shape shingles can have a significant impact to the design and will be favorably received by most passer-bys.

a. Use architectural brackets to support overhangs at roof line, windows, or porches. Where the span is longer than usual, consider doubling the bracket and turning the corner to define the corner.

b. Design porches as a transition from the sidewalk to the building interior. Porches can be enclosed or open to the weather depending on the building use.

c. Porch depth should accommodate seating and as such should have a minimum depth of 6 feet and a maximum depth of 12 feet. Porches should be located close to the front property line and should be attached to the main building.

d. Use columns to create a rhythm in the overall facade design.

e. Columns should meet a horizontal member (beam) at the top. Where columns extend taller than one storey, consider widening the width of the column proportionally. Consult with your design professional in sizing and spacing of columns.

f. Towers should be used sparingly much like accent colors. Generally, the height of an architectural feature tower will be 1.5 times taller than the adjacent roof line.

g. Incorporate decorative siding details where applicable, such as five courses of diamond shaped wood shingles in a field of straight wood shingles.

h. Use consistent trim details on the building facade unless drawing attention to a different design element. Where applicable, head casing at windows should be taller than the jamb casing at windows is wide.

i. Include traditional trim details where applicable; for instance, windows should have a sill at the base that defines the edge between window and siding in addition to shedding water.

j. In new construction, solid composite materials in lieu of wood are encouraged for durability and low maintenance requirements.

Southbridge, MA: example of architectural tower delineating the building corner on the intersection of two streets. In this example, the tower includes a clock.

Harwich, MA: example of consistent exterior trim details in keeping with the architectural style of the building design.

New Bedford, MA: example of stone quoins on the building corner, stone lintels above the double hung windows, stone sills below the window and keystones at the top of the arched windows.

Newport, RI: example of storefront windows and entry door infill at masonry building

x. Building Details
Masonry Corbels, Lintels, Keystones, Quoins

Building details that are in keeping with the facade design and style are critical to the success of a good storefront. Where possible, the facade design should incorporate details such as corbels, lintels, sills, keystones, and quoins to break up the planes of a particular facade design.

Corbels are generally stone brackets that support a projecting roof overhang and in masonry construction, corbeling of brick refers to the gentle splaying of the brick face to create a corbel. This is a traditional masonry detail that adds interest to facade design and is encouraged in the Downtown.

Lintels are generally structural and they support the brick above a window or door opening. In contemporary construction methods, stone lintels have been replaced with steel angles as many masonry buildings are now veneered. Keystones were historically used in arch top windows to support the openings above. Stone sills at the base of windows are encouraged to add dimension to the building facade.

Masonry quoins delineate the corners of masonry buildings similar to a cornerboard treatment in wood buildings.

Facade designs in masonry should utilize best practices of contemporary construction methods without sacrificing the architectural character of traditional detailing that many have come to appreciate.

a. Where brick veneer is used, detailing should be consistent with full size brick. All window and door openings should have a lintel that is wider than the window, preferably in stone or a stone like material.

b. All window openings in brick construction should have a sill at their base. All sills should be wider than the opening they span.

c. In renovation or restoration facade projects, avoid obscuring original masonry details.

d. Avoid anchoring systems for signage and other appurtenances that cause permanent damage to stone and brick veneers.

e. Consider tile or glazed brick in limited applications, such as a mosaic mural that would add visual interest to the Downtown.

f. Avoid exposed unfinished concrete block. Split face or ground face block in masonry detailing is appropriate.

g. Choose solid uniform in color brick when feasible laid in a running bond with struck mortar joints not more than 1/2" wide.

h. Add architectural detail and variation in large planes of brick facade; consult with your design professional for appropriateness of individual details to avoid clutter or confusion in the facade.

Taunton, MA: example of masonry lintels above double hung windows and masonry sills below double hung windows.

Richmond, VA: example of brick corbeling at roof eave and varying planes along the building facade.

Taunton, MA: example of contemporary brick corbel detail in building facade and deep window sills

Landscape helps to define the building's edge and creates a buffer for pedestrians.

B. Landscape

i. Outdoor Walkways

Walkways should be designed to shorten walking distances and maximize accessibility both within the site and to adjacent properties to maximize connectivity. All walkways should be designed to meet accessibility requirements through the use of ramps and curb cuts.

a. Design walkways to lead to building entrances recognizing in some instances the walkway is the public sidewalk. Consult with the Town prior to making any modification or alteration to a sidewalk.

b. Connect walkways to the sidewalk to facilitate safe crossing locations on streets and through parking whenever possible.

c. Walkways should complement your facade. Surfaces should be durable and attractive, such as brick, slate, stone, or textured concrete. Avoid asphalt.

ii. Outdoor Seating

Outdoor seating adds activity to the streetscape and visual interest to the building facade.

a. Where possible, locate outdoor bench seating and table & chairs adjacent to building facade and away from the clear path of entrance so as not to impede access.

b. Consult with the Board of Health & Board of Selectmen for additional licenses required for eating and drinking at outdoor seating.

iii. Outdoor Site Furniture *(See Appendix D)*

Site furniture can compliment customer experience and highlight the architectural features of a facade design.

a. Consider weather resistant furniture with shade structures such as umbrellas and canopies.

b. Where installed, umbrellas should be made from durable canvas in solid colors; corporate logos and graphics are discouraged on umbrella fabrics. There are no color restrictions on umbrellas; however umbrella color should coordinate with building facade and/or adjacent landscaping.

Falmouth, MA: example of outdoor seating adjacent to building facade so as not to impede sidewalk access. (Photo Credit: palmerhouseinn.com)

Stoughton, MA: example of outdoor bench with plantings in a window box on the facade.

Falmouth, MA: example of outdoor tables and chair seating adjacent to building facade

Seattle, WA: A combination of bench seats, planters, and window boxes animate the building facade in the photo above.

Bourne, MA: example of roof mounted service equipment screened from view with use of white baluster rail system.

iv. Outdoor Planting

Outdoor planting can serve many purposes such as, enhancing a building's appearance, screening utilities and other features, providing shelter for pedestrians, and providing consistency and cohesion to the streetscape. Plantings complement building facades and building signage by creating a buffer from outdoor public space to building interiors.

a. Utilize freestanding planters to delineate building entrances that are in keeping with the building aesthetic and style.

b. Where planters cannot be located due to physical constraints, use window boxes to complement facade and sign design.

c. Avoid artificial plantings. When necessary, use quality artificial material or natural material specific to the season.

d. Create seasonal planting displays in window boxes or planters and provide for adequate maintenance and watering.

e. Planter, window box and planting selection should be durable to withstand the New England weather conditions.

f. Where feasible, include landscape beds and islands at the front of building entrances. Consult with your design professional to ensure longevity and seasonality of plantings for consistency throughout the year.

g. Consider upper level plantings in window boxes or balconies in addition to ground level.

h. Allocate maintenance resources to plantings.

Outdoor planting structures such as trellises and purgolas are encouraged in the Downtown to complement building facade design. Trellises are mostly vertical and used for planting near building elevations. Purgolas are freestanding shade & planting structures set in the landscape.

a. Add interest to a blank building facade with the use of a planted trellis; avoid planting directly on masonry facades.

b. Use a trellis or purgola in conjunction with outdoor seating on the front or side elevation.

v. Outdoor Service Areas

Service areas for buildings are a necessity and should be properly designed so that they have minimum impact on the building facade design and the overall circulation around the building.

a. Utilize plantings to screen service areas.

b. Where plantings are not feasible, use quality fencing materials to screen service areas that is 90% opaque.

c. All service equipment & utilities should be screened from view with equipment screening, parapet wall construction, or fencing.

vi. Outdoor Lighting

Outdoor lighting should be used to provide safe ambient light for pedestrians to access building entrances and to highlight architectural features of a building facade or building signage. For purposes of the Storefront Improvement Design Guidelines, the outdoor lighting recommendations focus on building facade and/or signage lighting mounted to the building, not freestanding municipal street lighting or parking lot lighting.

a. Light fixtures should minimize glare for motorists and pedestrians and minimize spill-over onto adjacent property or into the sky.

b. Where used, lamps should be maintained so that lighting functions properly and black spots are avoided.

c. Avoid wall pack lighting on primary building facade.

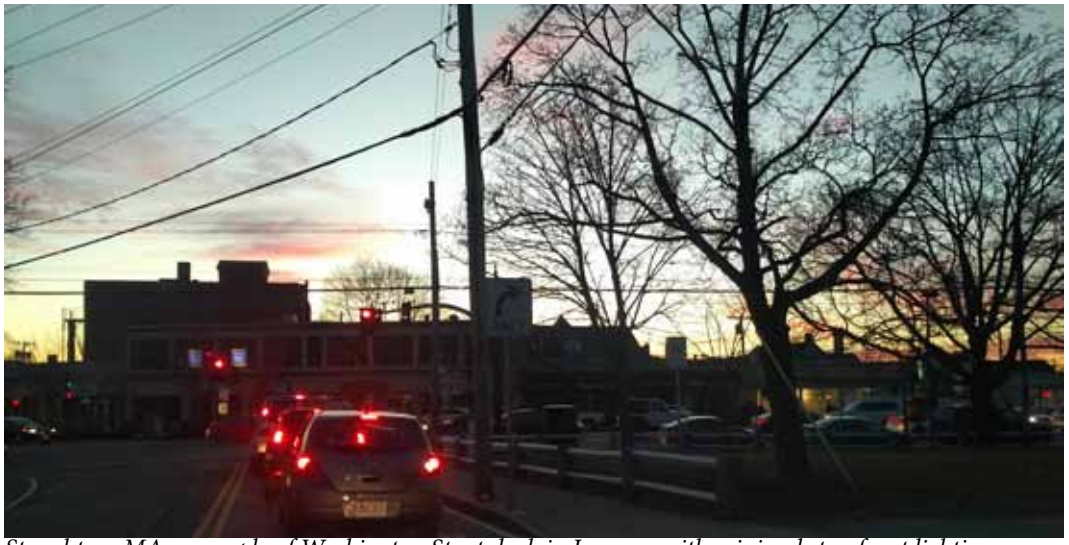
d. Do not rely on overhead street lighting to provide necessary building lighting.

e. Utilize LED fixtures for energy efficiency with a lumen level of 2800. This provides consistency of light color throughout the Downtown.

f. Consider adding timers to the building lighting to maintain lit storefronts during off hours. The amount of daylight during the winter in Massachusetts is dramatically impacted; unlit storefronts connote vacancy and derelict neighborhoods.

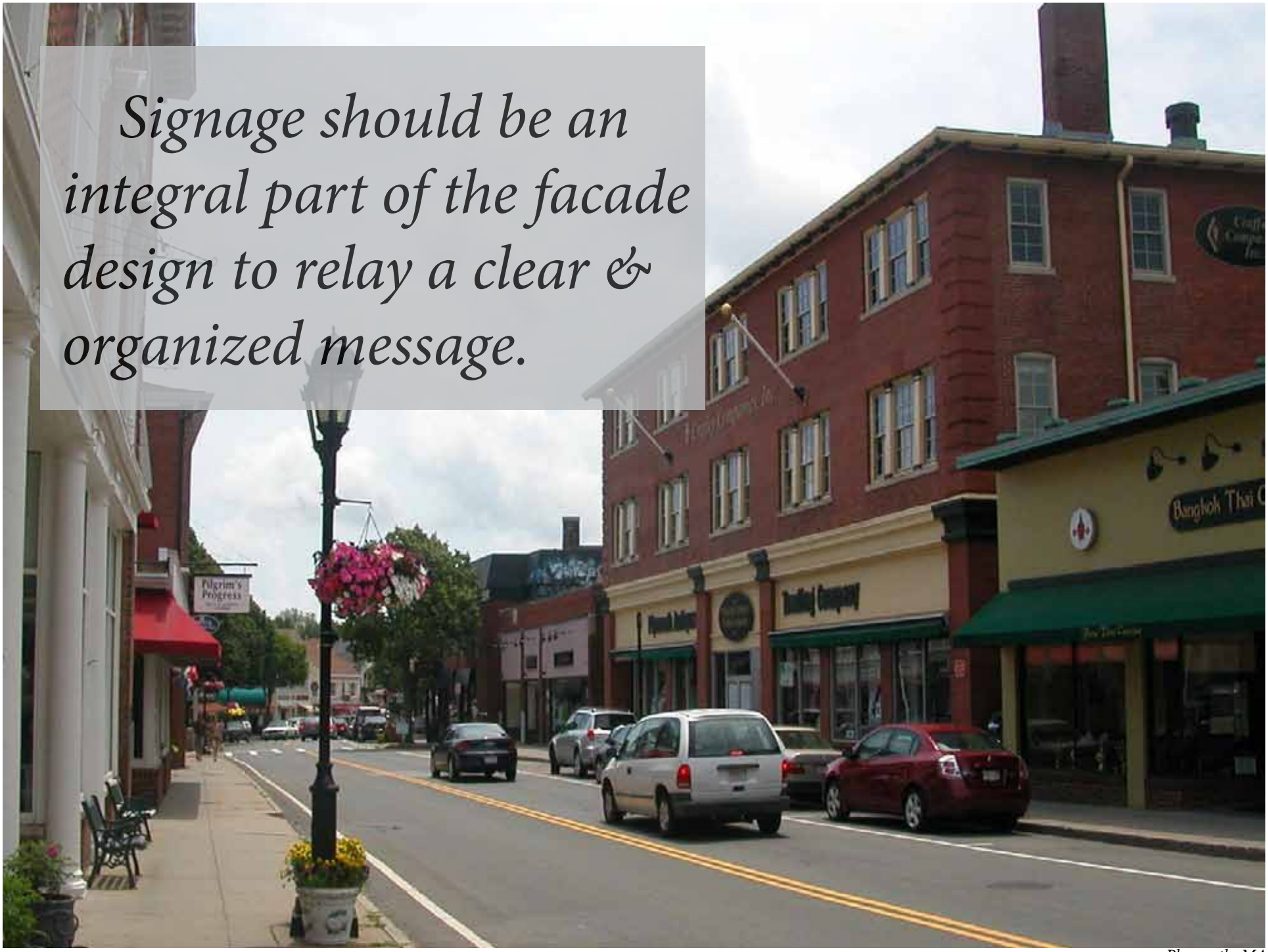
g. "Night lights", the use of storefront window displays to emit light during off hours by leaving a light on in the display. Not only does this add to the vitality and safety of the streetscape, it provides an opportunity to create interest in the business when it is closed.

Stoughton, MA: example of recessed down light fixtures in the roof overhang of the facade design and building door punctuated with simple black awning and simple landscaping.



Stoughton, MA: example of Washington St. at dusk in January with minimal storefront lighting. Consider "night lights" or the addition of timers for building lighting to increase the vitality of the streetscape during off hours.

Signage should be an integral part of the facade design to relay a clear & organized message.



Plymouth, MA

C. Signage

Signage is an integral part of the building facade and located appropriately in scale and proportion to other design elements. Consult the Town of Stoughton Sign By-law when designing signage. The Storefront Improvement Design Guidelines do not supersede local sign and zoning by-laws.

i. Sign Types

Traditionally, signage on commercial buildings includes a primary sign, and one or more secondary signs. Signs can typically be categorized sign types, based on their location and/or construction methods:

a. **Awnings** should be integrated into facade design and avoid obscuring architectural detail. Conceal hardware or choose hardware that blends with color palette of the facade design.

1. Use durable awning material such as canvas; avoid use of vinyl.

2. Consider awnings a part of the overall color palette of the facade design without reference to the individual business name in locations where high turnover of businesses exists. Awnings may be solid color or patterned, provided that they coordinate with the overall color palette of the facade design.

b. **Wall Mounted Signs** are installed parallel to the wall and should be organized and aligned in a Sign Band (a component of a facade directly above the storefront windows)

1. Consider removable wall mounted signs in locations where high turnover of businesses exists.

2. Develop sign design consistency with wall mounted signs by utilizing the same shape or color.

c. **Blade or Projecting Signs** are installed perpendicular to a building facade and typically overhang the sidewalk.

1. Blade signs should be installed on a sign band over a business entrance or on the corner of a building on the pilaster.

Stoughton, MA; example of canvas awnings on building facade with signage. These awnings are appropriately placed on the building facade and serve to create a distinction between the first floor use and the the second floor uses.

Bourne, MA; example of signs located in sign band of building facade.

Dennis, MA; example of window signage that does not obscure transparency of storefront and is organized clearly within the storefront windows.

Chatham, MA; example of freestanding sign that uses three dimensions and sculpture to convey message.

2. Use blade signs to increase visibility to pedestrians and allow for sign visibility by vehicular traffic.

d. **Freestanding Signs**

Freestanding or pole signs are not attached to a building and are subject to setbacks; refer to zoning by-law for requirements.

1. Freestanding signs should be located in a manner that does not obscure pedestrian or motorist visibility. Consult with your sign design professional for best practices.

2. Where multiple businesses use one freestanding sign, keep text for each business to a minimum to allow for largest possible letters per business sign.

3. Use external sign lighting to allow for visibility at night; avoid internally illuminated freestanding signs in the Downtown. Back lit signage or spot lit signage is preferred.

e. **Window Signs**

Window signs are located on the interior side of the window glass. Avoid obscuring more than 10% of the overall glass area in your storefront window; when used, window signage should be organized, legible and/or bound within a frame.

f. **Sculptural Signs**

Sculptural signs are three dimensional signs and convey a message with an object. Most times, they are freestanding or a component within another sign type. Sculptural signs are encouraged in the Downtown as they add visual interest and when successful, have a greater impact of relaying the sign message.

ii. Sign Design

Signs should be designed by a professional sign designer that has seen your building and its' context. Sign design should take adjacent storefronts into consideration as well as flanking buildings, particularly if those structures are similar in style and of comparable height. Components of sign design are as follows:

a. Message & Content

A simple consistent message should be included in sign design. Limit content to the minimum information needed to relay the sign message.

1. Consider lettering carefully; use simple fonts that are representative of the business.

b. Legibility

Design signs that are legible from varying distances. Consider legibility based on sign location.

1. Avoid paper signage in windows with hand written messages in ink or pencil.

2. At a posted limit of 25 MPH, recommended maximum letter height is 15" for externally lit signs. Consult with your sign design professional.

3. Professionally painted lettering on storefront windows should not block more than 20% of the clear glass opening.

c. Materials & Color

Consider materials and colors that are complementary to the building in addition to your business.

1. Use materials that are permanent and durable in the sign design and are compatible with your business and overall facade design.

2. Use colors that are compatible with your business and overall facade design.

d. Construction

Use a professional sign company for construction and installation.

1. Use carved signs made of quality sign materials such as foam, wood and solid composites fabricated by a professional sign maker.

iii. Sign Lighting

Signs should be illuminated with directional light fixtures. Internally illuminated signs are not allowed in the Downtown.

a. Use goose neck style light fixtures to illuminate sign bands and blade signs.

b. Use back lit signage for additional visibility at night. Consult with the sign designer or a lighting designer to avoid distractions to motorists or pedestrians that might impact safety.

c. Avoid flashing or glaring light sources.

d. Use of electronic signage is discouraged and image changing signs are not allowed in the Downtown.

Squamish, BC; example of message and content express through sculptural sign, colored awning and wall mounted sign; sign components are in harmony with the facade design. (Photo Credit: Cubellis)

Bourne, MA; example of gooseneck light fixtures to illuminate simple wall mounted sign

Concept Building Design Examples

III. CONCEPT BUILDING DESIGN EXAMPLES

A. 785 Washington St., Stoughton, MA

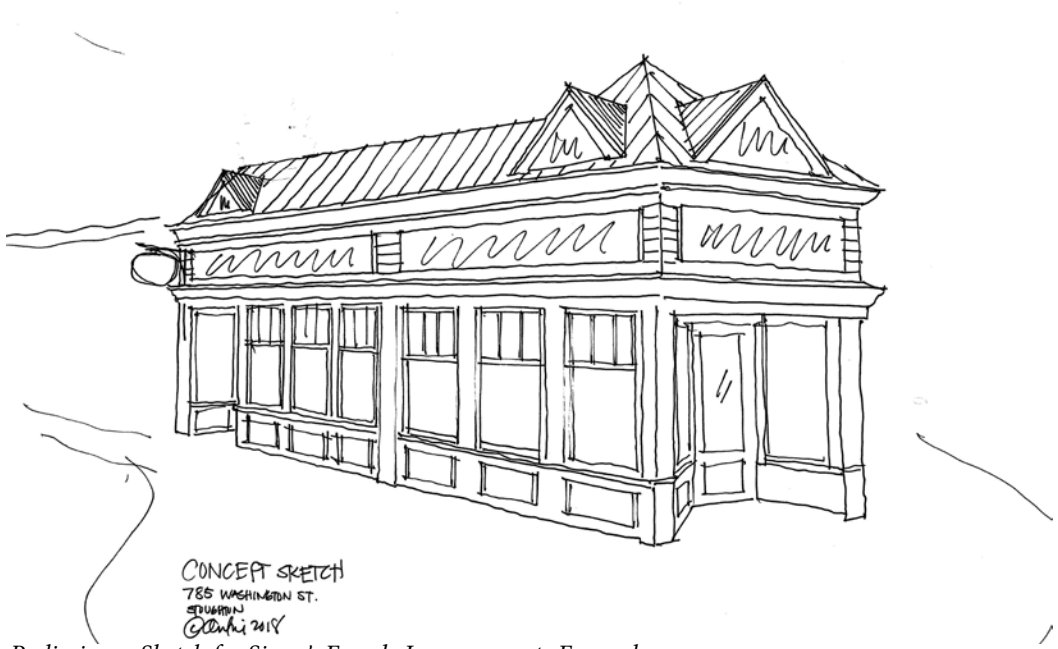
Facade Improvement Description: Preliminary design work is ongoing for facade improvements at 785 Washington St. The existing building contains (4) service businesses and it is a one story glazed masonry structure. The existing storefront windows and entry doors are inefficient from an energy perspective and failing due to water infiltration.

The proposed design work includes new storefront windows and entry doors with a panelized kickplate. The addition of a sign band and parapet roof add to the interest of the facade. This building is located on the corner of Washington and Wyman Streets and has a primary impact on downtown.

The addition of an upper floor is currently in design and how that might impact the existing uses is under consideration.

Sign Improvement Description: Primary signs for the businesses would be located in the sign band with secondary signs proposed as a blade sign and individual dormer signs in the new parapet roof.

Stoughton, MA: 785 Washington St. Existing Photo Credit: Google Maps



Preliminary Sketch for Sign & Facade Improvements Example

Stoughton, MA: 10-14 Wyman St. Existing Photo Credit: Google Maps

B. 10-14 Wyman St., Stoughton, MA

Facade Improvement Description: Preliminary design work is ongoing for 10-14 Wyman St. which is adjacent to 785 Washington St. The existing building contains (3) commercial tenants on the first floor and the upper level contains residential tenants. The existing storefront windows and entry doors are inefficient from an energy perspective and failing due to water infiltration.

The proposed design work includes new storefront windows and entry doors with a panelized or masonry kickplate. The addition of a sign band above the new windows separates the commercial and residential uses and gives a location for signage and goose neck lighting. New exterior lap siding, exterior trim and a large cornice complete the facade improvement.

Facade improvements for this property would address accessibility requirements at the new entries.

Preliminary Sketch for Sign & Facade Improvements Example

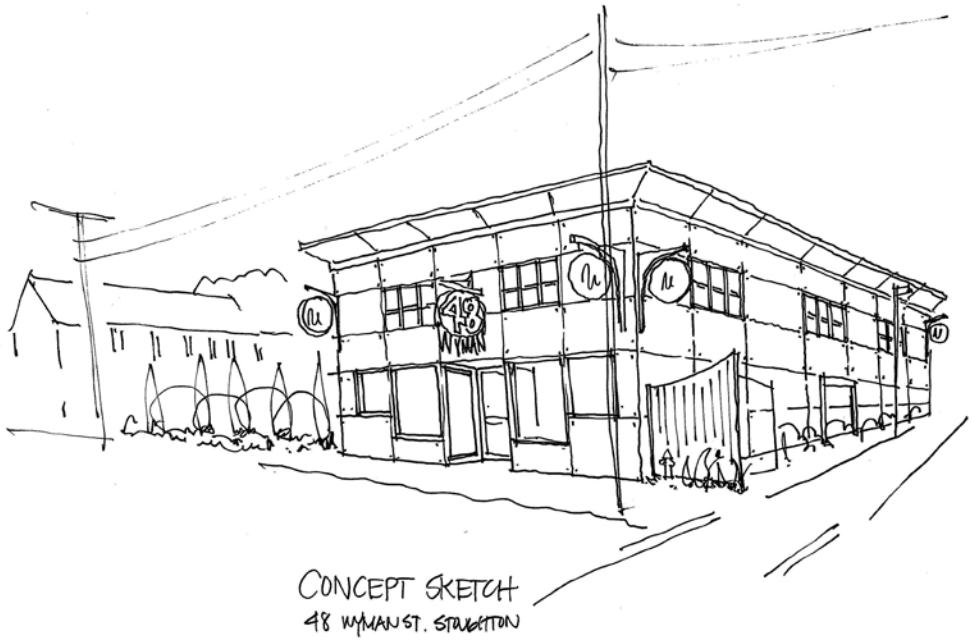
Sign Improvement Description: The proposed signage is a series of removable wall mounted signs to allow for business turnover as it may occur.

C. 48 Wyman St., Stoughton, MA

Facade Improvement Description: Preliminary design work is ongoing for 48 Wyman St. which is adjacent to the MBTA train stop in Stoughton. The existing building is a pre-fabricated metal structure with few windows and very little architectural detail. The proposed use for the building has not been determined and one option being considered is co-work office space.

The proposed design work includes new storefront windows and entry doors with new cladding and new upper level windows. The addition of a parapet wall with a simple cornice gives definition to the facade and helps to control the roof run off that is currently sheet flowing off all four sides.

Sign Improvement Description: The proposed signage for the building anticipates naming the building and installing blade signs at the four corners of the building to capture the attention of commuters on the train to Boston.



Appendices

APPENDIX A Light Fixture Types

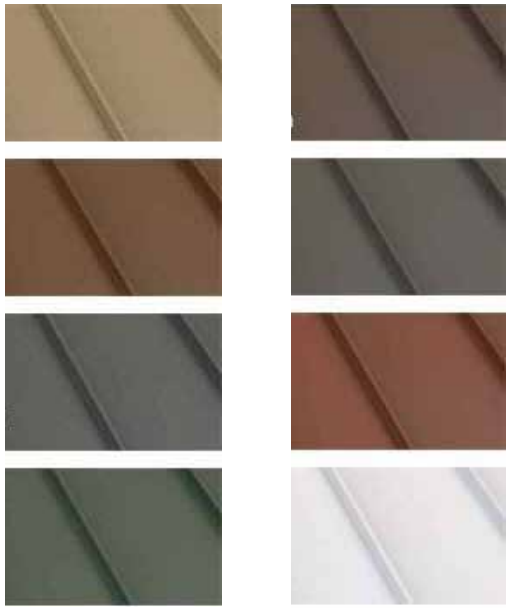
The design guidelines encourage the use of wall mounted light fixtures such as goosenecks and sconces as shown below. The light fixture should direct light onto the signage, downward to the walkway, or highlight an architectural feature. In general, the fixture style should match the building aesthetics. The following images are representative of style and character of lighting fixtures for facades in Downtown.

The design guidelines discourage the use of wall mounted light fixtures that cast light outward and upward to the sky; or light fixtures that have exposed lamps unless required for a specialized use. The following images are representative of style and character of lighting fixtures that should be avoided in Downtown Stoughton.

APPENDIX B Quality Building Material Examples

The design guidelines encourage the use of quality building materials and where possible the use of traditional colors and textures. Any type of roofing or siding material may be proposed, provided that it does not create glare or reflective distraction to passing motorists or pedestrians. Preferred colors of materials lean to muted earth tones and avoid bright primary color selections. The following images are representative of style and character of building materials for facade design in Downtown Stoughton.

An example of standing seam metal accent roof.



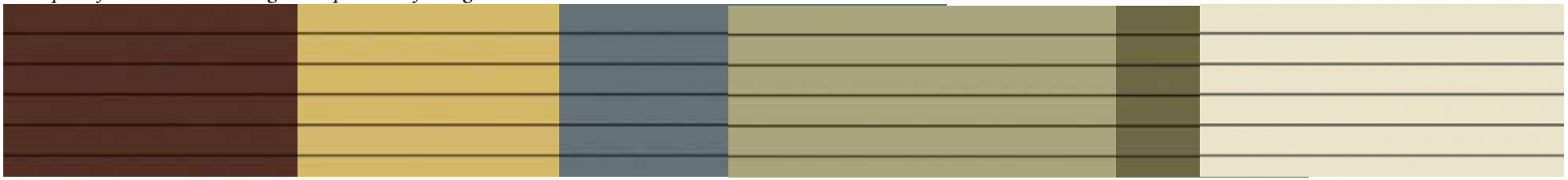
Standing seam metal roofing is a quality building material that is durable and permanent; when used, select a color that is muted and/or an earth tone as shown in the first two columns above; avoid the bright primary color selections shown in the third column above.

Example of standing seam metal roofing and fiber cement siding textures and patterns with complimentary color windows.

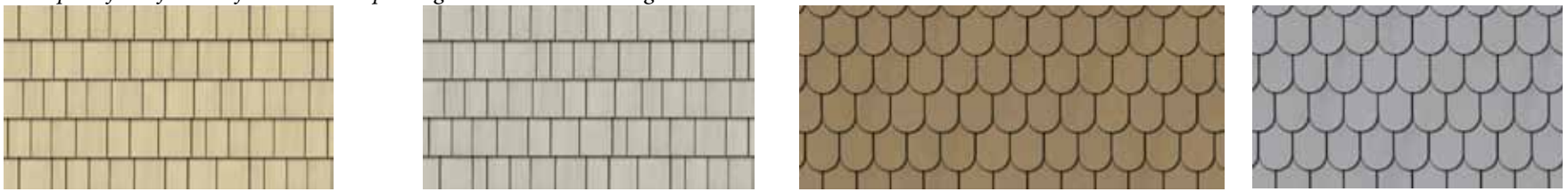
Architectural fiberglass asphalt roof shingles are preferred over fiberglass asphalt roof shingles in the Downtown. As with metal roofing options, choose colors that are muted earth tones and avoid bright primary colors for roofing materials.

Architectural fiberglass asphalt roof shingles are preferred over fiberglass asphalt roof shingles in the Downtown. As with metal roofing options, choose colors that are muted earth tones and avoid bright primary colors for roofing materials.

Examples of Architectural Fiberglass Asphalt Roof Shingles



Examples of Pre-finished fiber cement lap siding in tradtional New England colors



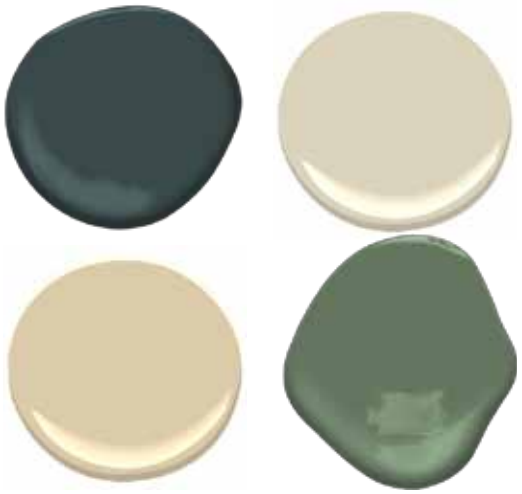
Examples of Pre-finished wood shingles, both straight and decorative cuts

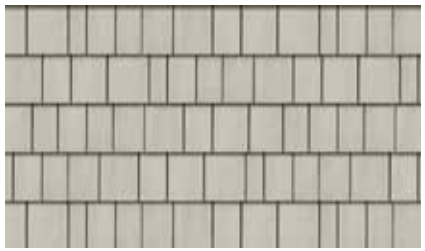
Work with your design professional to select quality building materials.

Examples of Stone Veneer siding, textured. Shown to the right is a metal wall panel or smooth stone veneer cladding for new buildings; muted colors are prefered when designing with a modular metal panel.

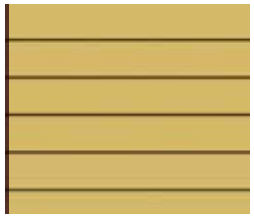
APPENDIX C
Color Palettes by Building Materials

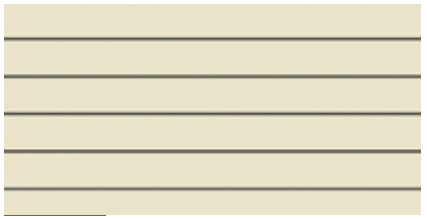
With brick as the siding for your facade, consider using warm whites and deep greens to complement the brick coloring. This accentuates a traditional New England character that is favorably accepted by the community.





With wood or composite shingle siding for your facade, consider using classic white trim and colored window sash frames such as a navy blue.





With wood or fiber cement lap siding for your facade, consider using classic white windows and painted trim in wine red. Consult with your design professional for color palettes appropriate to your building style.

APPENDIX D

Outdoor Site Furniture Recommendations

Bench as manufactured by Forms & Surface Inc., Cordia with powdercoat finish

Bike rack as manufactured by Forms & Surface Inc., Cordia with powdercoat finish

Litter receptacle as manufactured by Forms & Surface Inc., Cordia with powdercoat finish

Planter as manufactured by Urbilus, Gramercy Square Planter 20”

Bollard selection should match the building aesthetic, shown above, Canterbury Designs, left & Royal Botania, right