

# CLAREMONT CITY CENTER

## DESIGN GUIDELINES

CLAREMONT, NH

MARCH 11, 2013



*Aerial Image, Bing.com*



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## Purpose and Intent



*Bird's Eye Image, Bing.com*

The following Lot Diagrams and Design Guidelines are offered as a resource to property owners, designers, builders, developers, town officials and volunteers as they seek to guide growth and preserve the character of Claremont City Center. Preservation of that character means a continuation of the patterns of design and the materials and methods of the traditional fabric currently in place.

This by no means suggests that appropriate design must always adopt a traditional appearance. Rather, this document is aimed at those who want to build in a manner consistent with the traditional patterns in place but could use guidance in doing so correctly. By definition, tradition in architecture includes practices and patterns that have been validated and reaffirmed over time as the most pleasing to the most people or demonstrably more functional or efficient. As such, they can be identified as traditional or not.

These Guidelines, therefore, set out to illustrate those traditional patterns as they are observed in Claremont (and all over New England) so that the designer, builder, neighbors and officials charged with permitting are better able to achieve the goal of building in the tradition of Claremont.

PART I - LOT DIAGRAMS

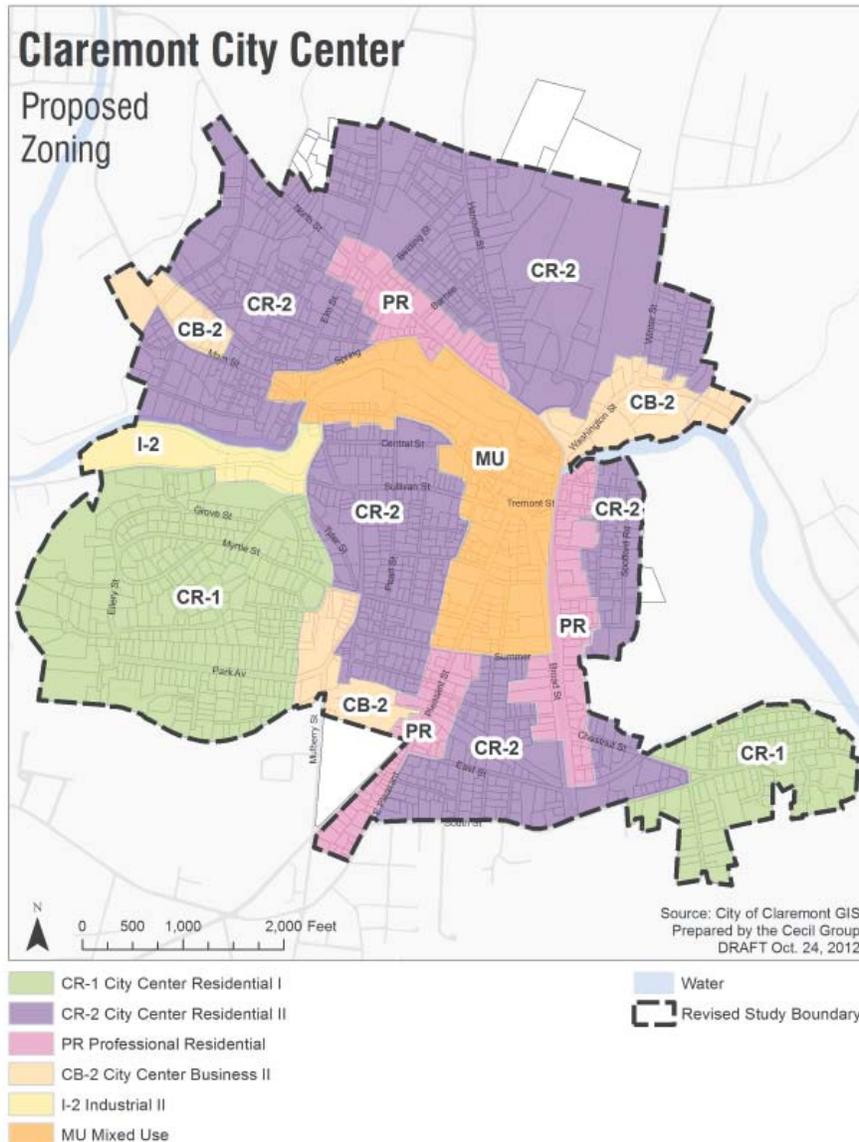
MU Mixed Use..... 3

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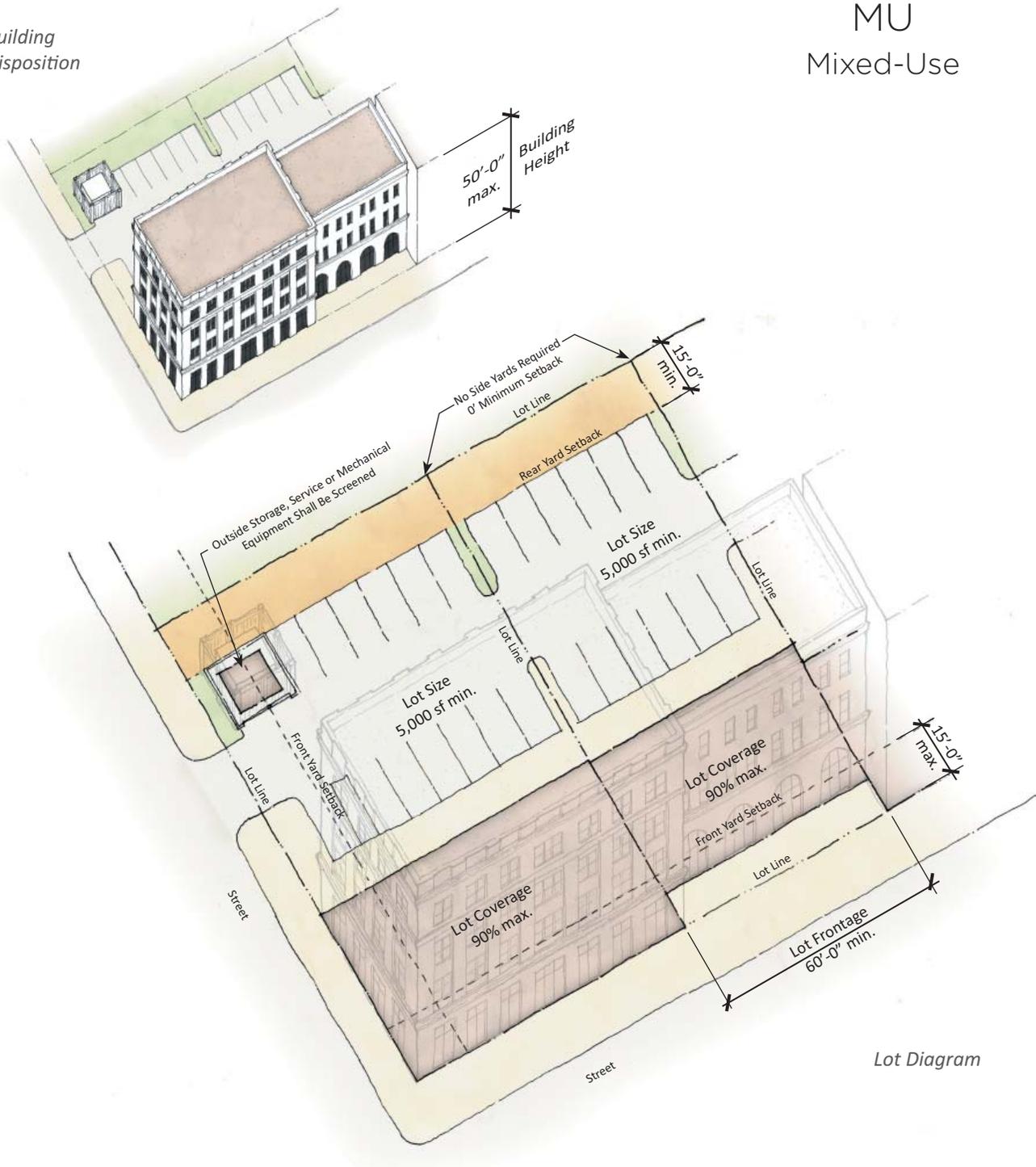
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Building  
Disposition

MU  
Mixed-Use



Lot Diagram

Table of Dimensional Regulations	Minimums							Maximums			* Additional Regulations Reference
	Lot Size* (sf)	Lot Width* (ft)	Front Yard Setback* (ft)	Side Yards (#)	Side Yard Setback* (ft)	Rear Yard Setback* (ft)	Building Separation (ft)	Lot Coverage (%)	Residential Density	Building Height *	
CR-1 City Center Residential I *	10,000	60	15	2	10	25	10	30	1 du/10,000 sf	40	Sec. 22-389.1
CR-2 City Center Residential II *	5,000	60	15	2	10	25	10	30	1 du/5,000sf	40	Sec. 22-389.2
PR Professional Residential *	5,000	60	25*	2	10	25	10	30	1 du/5,000sf	40	Sec. 22-389.3, 22-389.4 and 22-389.7
MU Mixed-Use *	5,000	60	0 min. (15 max*)	-	0	15	-	90	-	50	Sec. 22-389.5 and 22-389.7
CB-2 City Center Business II *	20,000	100	0 min. (25 max*)	2	15	25	25	60	1 du/10,000 sf	40	Sec. 22-389.6 and 22-389.7

PR

Professional Residential



Lot Diagram

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CB-2  
City Center Business II

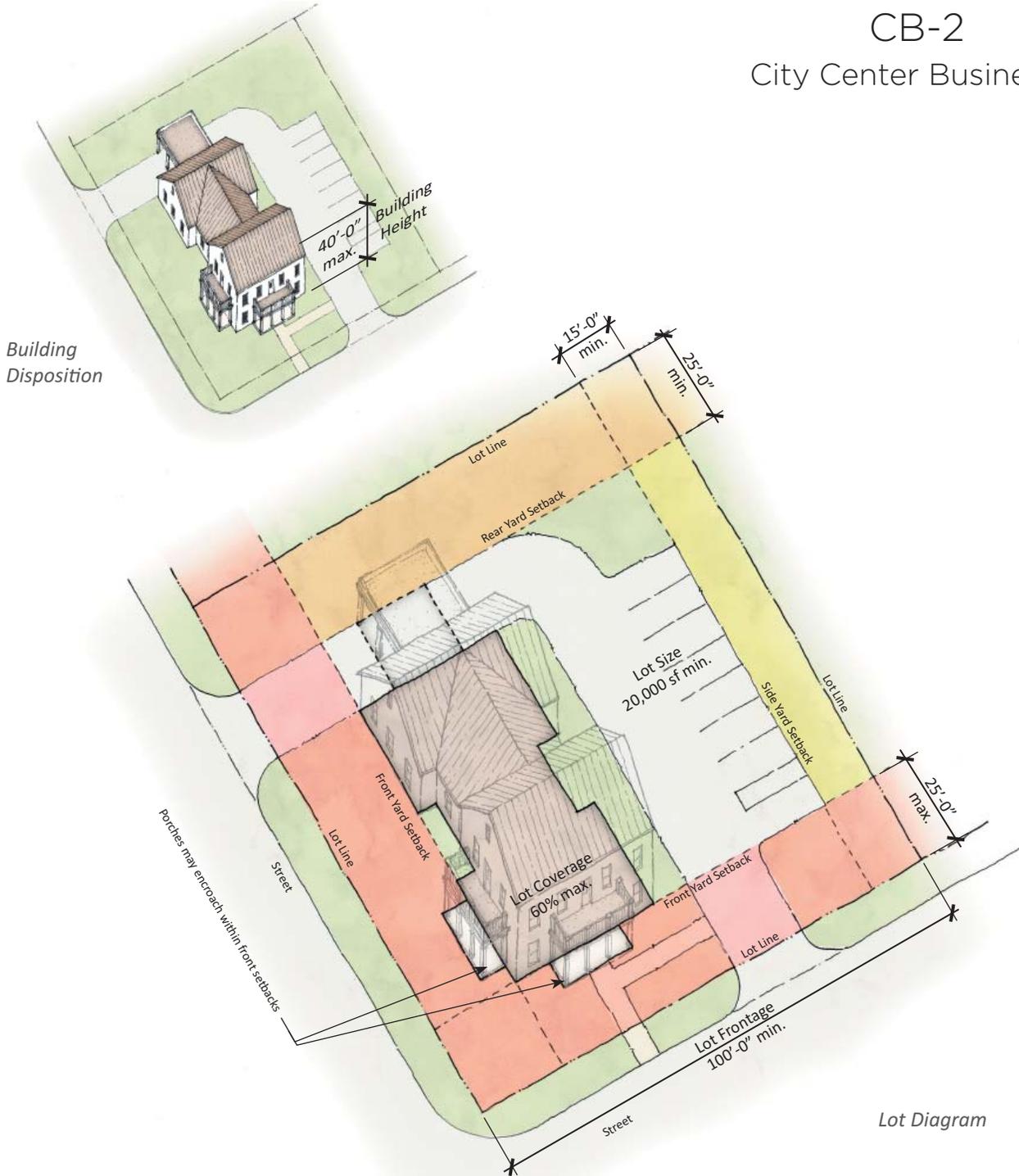
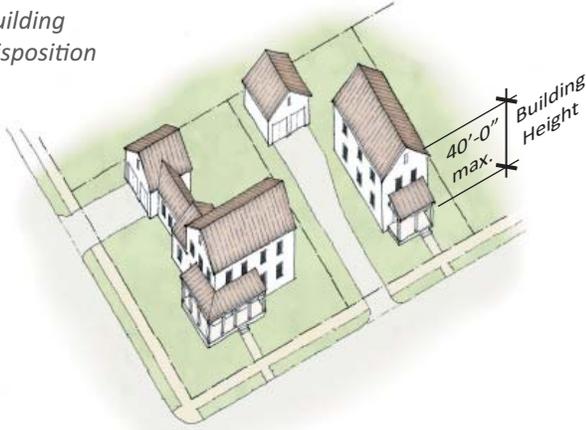


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CR-2

City Center Residential II

Building Disposition



Lot Diagram

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Building Disposition

CR-1  
City Center Residential I



Lot Diagram

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*The public library remains in use with little change to the character of the building.*

## Preservation

Historic structures require maintenance to preserve character.

**Historic** structures within the City Center are part of Claremont's heritage. Structures, features and materials that contribute to the character of the City Center should be preserved.

### DO

The historic character of a property should be retained and preserved, including all primary and ancillary buildings, walls and fences. Ongoing maintenance and repair may be required for historic materials. When repair is required, traditional building materials or materials that maintain the overall appearance should be used.

Authentication of missing architectural features should be documented by photographic, physical or historical evidence before they are reproduced or removed.

Outbuildings are integral to the historic character of many Claremont buildings and should be maintained in their original physical relationship to the main building, where feasible. Historic outbuildings should reference these design guidelines with the same attention as principal structures. If structurally sound, outbuildings should be preserved on their original sites. Applicants should consult with the zoning enforcement official to determine the structural integrity of these buildings.

### Key Points

- Preservation allows historic structures a continued existence.
- Openings, details and primary spaces should be retained and preserved.

### AVOID



*Neglected materials will decay due to weather and may require replacement that could be avoided. Historic materials and installations are preferred.*



*Structures not properly maintained may become unstable and condemned. The loss of historic structures threatens the character of the City Center.*



*This adaptive reuse has provided a new life for a historic building that no longer serves its original purpose.*

## Rehabilitation

Traditional buildings change use as required over time.

**Properties** are encouraged to remain occupied and may be altered in such a way as to allow contemporary use while retaining the forms and features that are historically significant.

### DO

The historic character of a property should be retained and preserved where feasible. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property should be avoided.

Each property can be understood as a physical record of its time, place and use.

New openings on primary façades, except to restore original or pre-existing openings, should be avoided where possible.

Traditional building materials should be used when available. When not available, materials that maintain the overall appearance may be utilized.

The upgrade of mechanical, electrical, plumbing and structural systems is encouraged.

### Key Points

- Rehabilitation allows the reuse of a building that may otherwise be abandoned.
- The upgrade of plumbing, electrical and heating systems is encouraged.
- Rehabilitation projects should maintain the character of historic structures.
- New features on the exterior of historic buildings should harmonize with the historic character of the building.

### AVOID



*Relocating structures creates a false history of the City Center.*



*New window and door openings change the character of a converted building.*



*The addition to this home contributes to the composition without overwhelming the original structure.*

## Additions

Additions are secondary to the original structure.

**Additions** are an integral part of the historic tradition in Claremont. Additional space is frequently required for a growing family or to add contemporary amenities and meet modern standards of living. Additions should be subordinate to and compatible with the original building.

### DO

New additions, exterior alterations or related new construction should maintain the historic materials, features and spatial relationships that characterize the property. New work should be compatible with the historic materials, features, size, scale, proportion and massing to protect the integrity of the property and its environment.

New additions and adjacent or related new construction should be designed so that if removed in the future, the essential form and integrity of the historic property and its environment are preserved.

### Key Points

- Additions should be subordinate to the original structure so that the original building is discernible.
- Additions should employ compatible materials, forms and styles as the original structure.

### AVOID

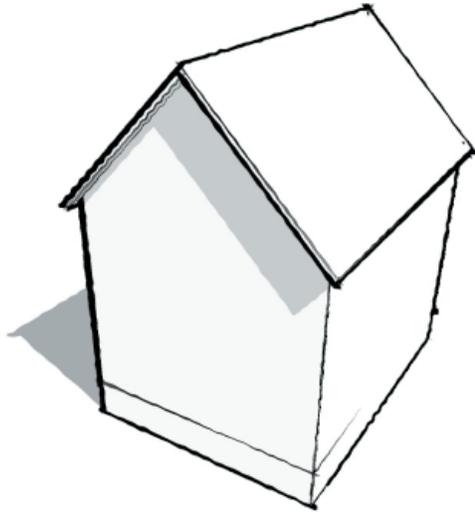


*Additions that are incompatible with the existing structure destroy the character of the building.*



*Additions that overwhelm and destroy the integrity of the original change the character of the neighborhood.*





*Simple rectangular volumes are functional and economical.*

## Primary Massing

Traditional buildings are composed of simple volumes.

**Simple** massing was traditionally necessitated by the limited time, skill and resources available. Simple forms translated into buildings that were economical to build and maintain. Complexity occurred with the grouping of structures at the scale of the street or neighborhood rather than within a single building.

### DO



*Simple buildings are grouped to along a road and help define the street.*



*Clear and simple building forms reflect historic preference for simplicity.*

### Key Points

- Traditional residential buildings take advantage of the efficiency and economy of simple building forms.
- Simple building forms most efficiently utilize space, shed water and allow for ample sunlight into the interior.
- Good proportion and proper detailing can make even a basic form elegant.

### AVOID

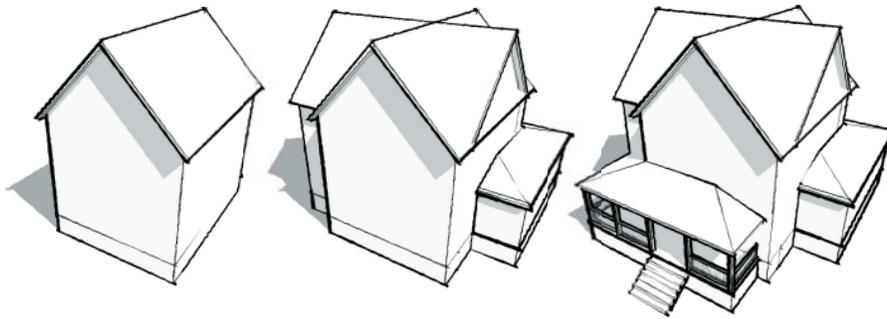


*Contemporary residential structures often lose the grace of simple massing - each building attempts to stand out by recreating an entire skyline rather than contributing to the fabric of the street or neighborhood. The additional corners, gables and valleys are expensive to construct and create additional maintenance for the homeowner.*

## Secondary Massing

Additional forms can add interest and space to a simple building.

**Traditional** buildings change over time to accommodate the needs of new generations. Additions may provide for an expanding family, but always defer to the mass of the original home.



*The transformation of a simple primary volume with a succession of secondary elements.*

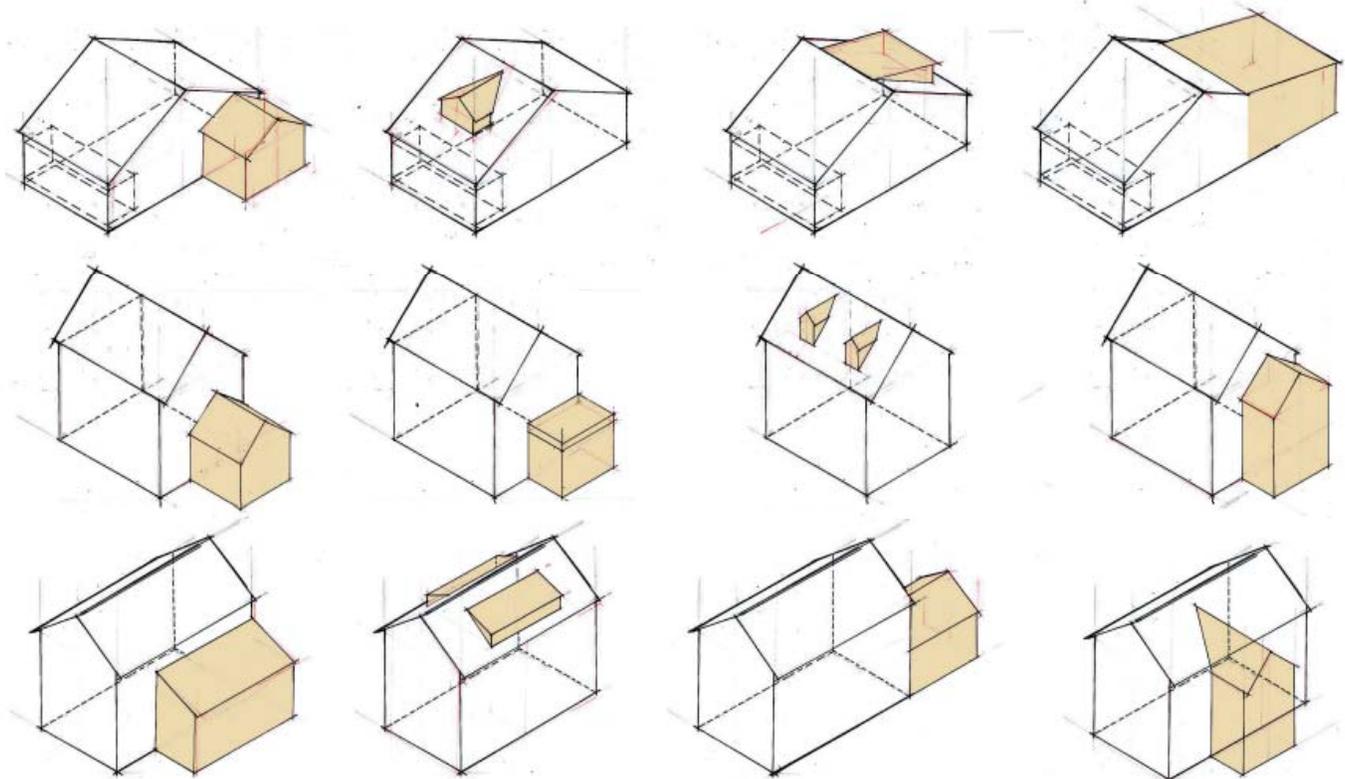
### DO



*Historic homes in the city center have a variety of additions, including new porches, wings and dormers. The new spaces provide room for growth of the changing inhabitants or trends in residential amenities.*

#### Key Points

- Smaller homes may be one single clear form - larger homes may incorporate a second or a third volume.
- The scale and treatment of secondary massing features should remain secondary to the main form.



*Various ways to expand and transform an existing home. Additions are most successful when they defer in scale and proportion to the primary form of the original building. Secondary masses may also be used to compose a new building to create a modern structure with the character of a traditional home that has been around for generations.*

## Roof Forms



*Traditional roof forms are simple and efficient.*

Simple pitched roofs are most efficient at shedding water.

**Roofs** in the City Center are typically simple pitched roofs designed to efficiently protect the building and shed water. The economy of the simple forms made roofs easy to construct and maintain.

### DO



*One simple gable roof is all that is necessary to shed water from this large duplex.*

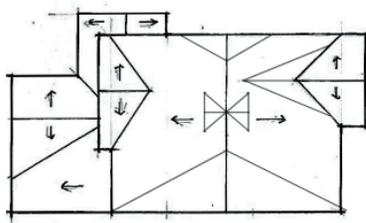


*A single dominant roof form is clear, with secondary roofs covering the front porch and dormers.*

### Key Points

- While traditional roof forms can span a great range of pitches and shapes, it is typical for a single dominant roof form to cover the primary volume of the home.
- It is most economical to roof simple building masses with simple roofs.
- Roofs can help express the hierarchy of building volumes. Generally, a single dominant roof form is clearly legible, with the roofs of secondary volumes deferring in scale to the main body of the building.
- Depending upon the prevailing style, pitches may vary from 4:12 to 12:12. It is generally inappropriate for a single structure to incorporate a wide range of roof forms and pitches in a traditional village setting.

### AVOID



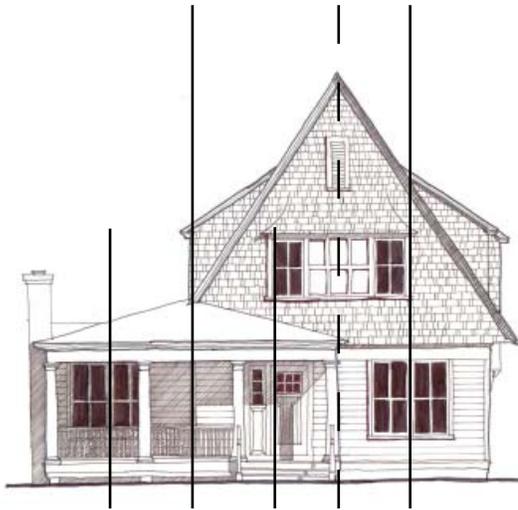
*Avoid multiple changes in slope that are expensive to build and create a visually frenetic composition.*



*This building has been overly complicated by too many roof forms. The additional ridges, valleys and eaves are a maintenance liability.*

# Balance

Traditional buildings feature a balanced composition.



*A composition is balanced when all its parts are designed with respect to one another and to the whole.*

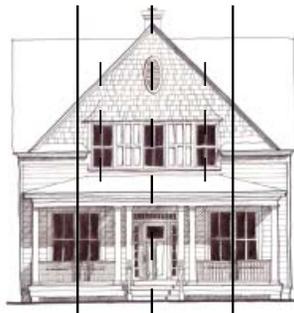
**Composition** of the front façade in traditional architecture was carefully arranged. Balance may be achieved by bilateral symmetry, where one side is the mirror image of the other, or by an asymmetrical composition, where larger elements are countered with smaller ones. The center of balance was typically at the front entry, which was the focal point of the home.

## DO



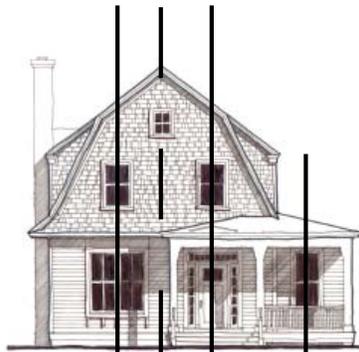
*Bilateral Symmetry.*

*An elevation can have a bilateral symmetry about a central axis with windows and doors ordered to reinforce the symmetry of the primary volume.*



*Asymmetrical Balance.*

*An elevation may also have an asymmetrical composition, but the openings, massing elements and roof forms maintain a proper sense of balance.*



## Key Points

- Balance may be achieved through bilateral symmetry or asymmetrical arrangements.
- The center of balance on the front facade frequently coincides with the front entry to emphasize the door as a welcoming element.
- Accent windows, bays and porches can be used to great effect to balance asymmetrical massing.
- Elements framing the front door are often symmetrical even in asymmetrical compositions.

## AVOID



*Unbalanced.*



*Avoid design that does not show care in balancing the massing and openings.*



Openings are arranged in rhythmic patterns in traditional buildings.

## Arrangement

The composition and scale of openings create balance.

**Scale** and arrangement of openings in a traditional building occur for practical reasons. Open areas were limited to maintain wall structure between and repetition allowed for economy.

### Key Points

- Windows and doors are generally organized in an ordered fashion dividing the primary façade into thirds, fourths or fifths.
- Windows are typically ordered to reinforce the symmetry of primary volumes and are organized to harmonize with the pattern of porch columns.
- The windows on upper and lower floors are typically ordered vertically on the main façade.
- Door locations typically respond to the overall order of the elevation and are generally arranged relative to a window or windows above.

### DO

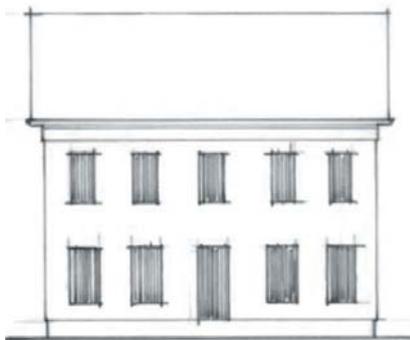


Windows usually stack to maintain the structural integrity of the load-bearing walls, which transfer structural loads down between the openings.

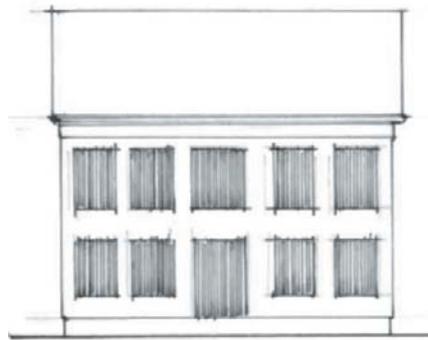
### AVOID



AVOID



Attention should be paid to the percentage of solid to void. Enough wall should remain to suggest strength and enclosure.



AVOID



Use vertical proportions generally. Avoid horizontal windows unless they are composed of groups of square or vertical windows.



AVOID



Accessible ramps where possible, should integrate with existing porches or decks and be set back from the street.

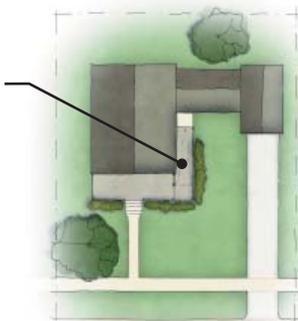
## Accessible Ramps

Well integrated ramps remain secondary features to a building and site.

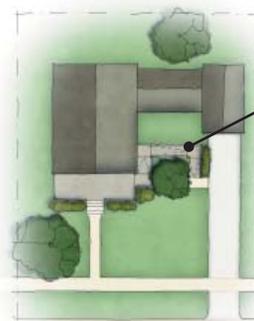
**Accessible** ramps should be built out of contextual and durable material giving the structure a deliberate and permanent look. They should remain behind the front of buildings where possible.

### DO

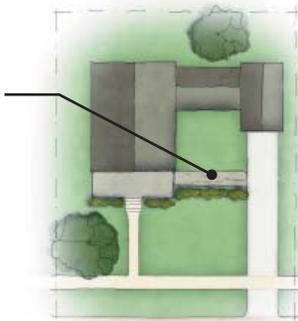
Ramp starts and ends behind front porch.



Ramp can incorporate switchbacks, but remains behind front porch and landscaping.

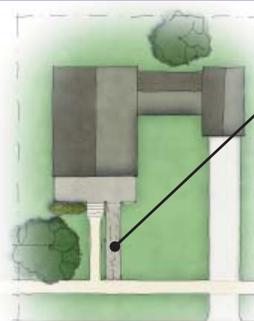


Ramp is buffered by plantings



### AVOID

Avoid ramps that go in front of leading face of building or porches.



The ramp can be built of contextual materials such as this wood deck and stay close to building wall.



Ramps built out of no-contextual materials stick out and detract from the curb appeal of a house, especially when they project out in front of the building.



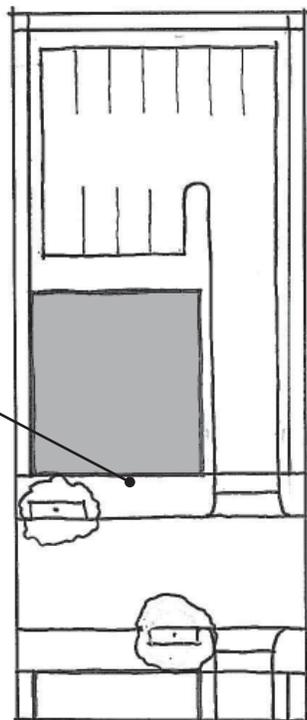
A traditional retail building meets the sidewalk to engage pedestrians in window-shopping.

## Building Location

On a traditional retail street stores engage the sidewalk.

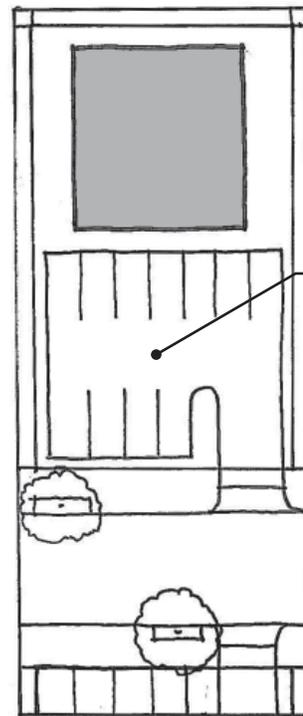
**Retail** buildings should engage the sidewalk and form a street wall that contributes to the character of the City Center by having little or no setback from the front property line.

### DO



Storefronts shall have little or no setback

### AVOID



Front setback area typically used for parking is hostile to pedestrians.



The front of the shops form a street wall that define the street as a public room.



Retail buildings set back from the street discourage shoppers since even adjacent shops or those across the street are separated by expanses of cars and asphalt.



Traditional storefronts enter directly off the sidewalk.

## Entry Location

A traditional shop is entered directly from the sidewalk.

**The** entry to ground floor retail shall serve both pedestrians and off-street parking, where it exists on site. A corner entry may be used where it serves both pedestrians and a parking area to the side.

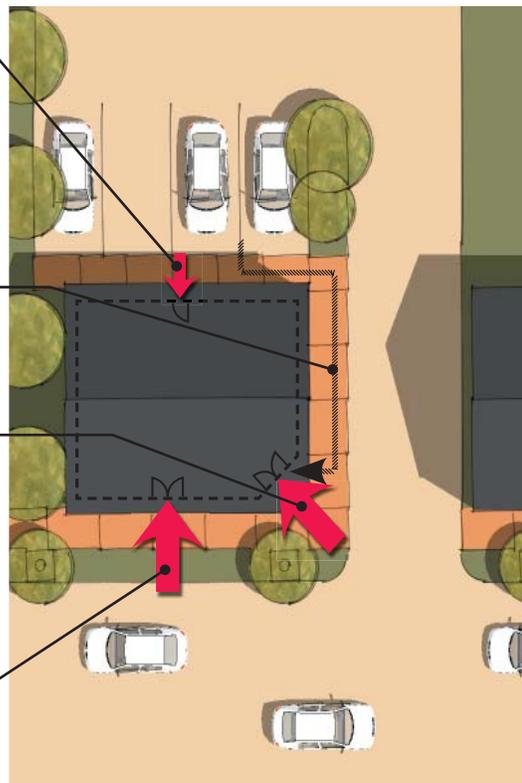
### DO

Secondary entrance / exits may be located facing the rear parking area, but retail entrances should never solely be located at the rear

Provide a clear walking path from the rear parking area to the front entrance

A corner entrance can provide both main thoroughfare entry as well as access from rear parking

Retail entrances should always be located fronting the main thoroughfare



Recommended entry location(s) on a retail site.

### Key Points

- The entry to retail should be obvious and convenient.
- Retail entries should be located directly off the sidewalk. Gallerias and indoor malls are discouraged.
- See “Mixed Use & Retail - Building” section for more on retail entries and doors.



An inset entry allows more display area and a protected place to view merchandise.



A corner entry serves customers arriving from two different directions.

### AVOID



Avoid locating the primary entry at the rear of a building, regardless of its proximity to a rear parking area.



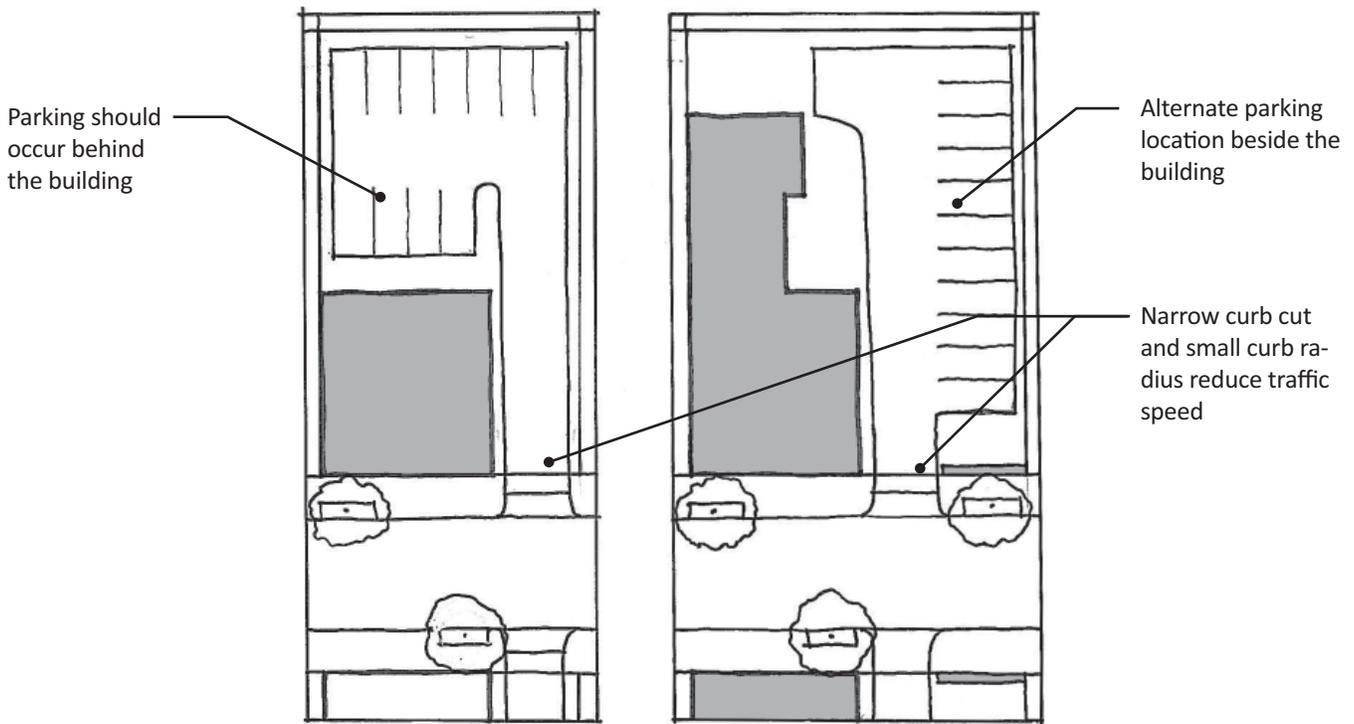
*The most successful retail streets offer a continuous line of shops with no drives or parking.*

## Parking

Parking frontage harms traditional retail streets.

**Gaps** between storefronts for parking or driveways disrupt the experience of retail streets. Off-Street parking shall be hidden to the greatest extent possible by buildings, fences, walls or landscaping.

### DO



*Off-street parking is least disruptive behind or beside the building.*

### AVOID



*Avoid parking lots in front of the building.*



*Wide entry and exit lanes, yield conditions and large curb radii allow traffic to enter or exit parking lots at dangerous speeds.*

## Parking (continued)

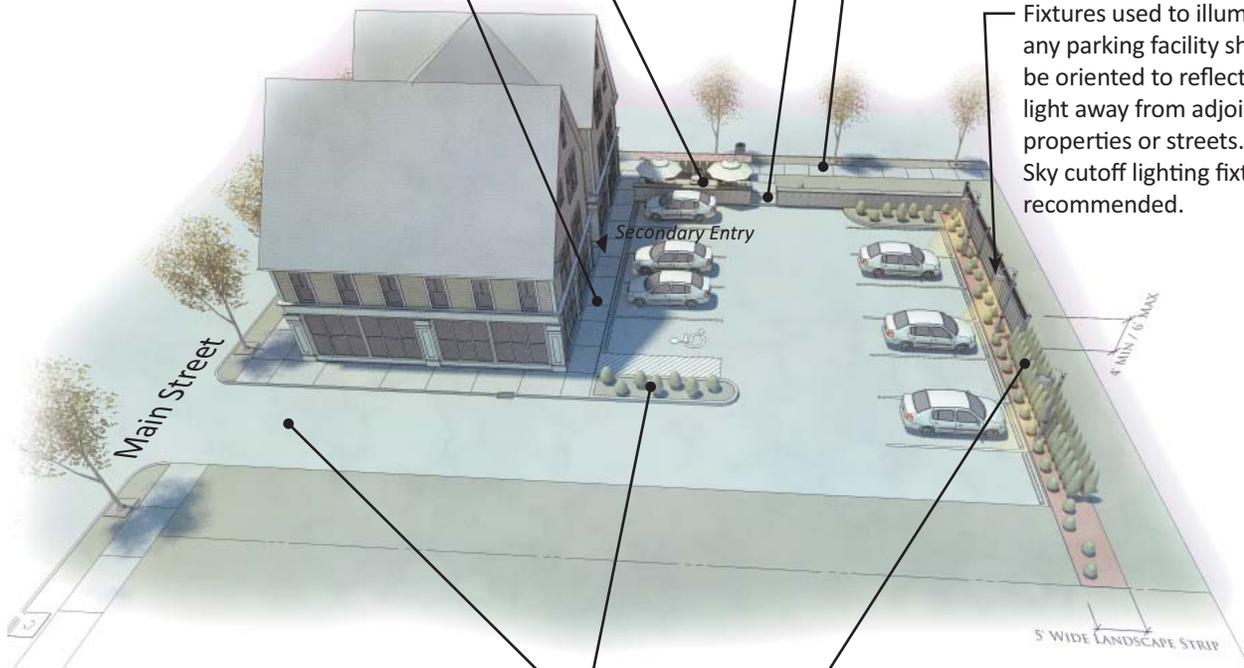
Separate parking areas from outdoor seating and sidewalk areas by the use of stone walls and vegetation at a minimum of three feet in height.

The layout and design of all means of vehicular and pedestrian circulation, including interior drives, parking areas and walkways, shall provide for safe interior circulation and separation of pedestrian, vehicular and service traffic.

Where the portion of the property used for such parking abuts a street, such portion, excepting approved curb cuts, shall be separated from the street line by a curb at least six inches high.

Provisions for pedestrian movement, in the form of sidewalks or walkways, shall be made for all developments within a commercial area, to allow for safe access between parking areas and retail establishments

Fixtures used to illuminate any parking facility shall be oriented to reflect light away from adjoining properties or streets. Dark Sky cutoff lighting fixtures recommended.



The number of site entrances should be the minimum necessary for effective traffic control, and sharing of access driveways and parking areas by adjoining properties should be considered where possible. Such area shall have a dust-free hard surface, be provided with bumper barriers where needed and include facilities for managing stormwater runoff.

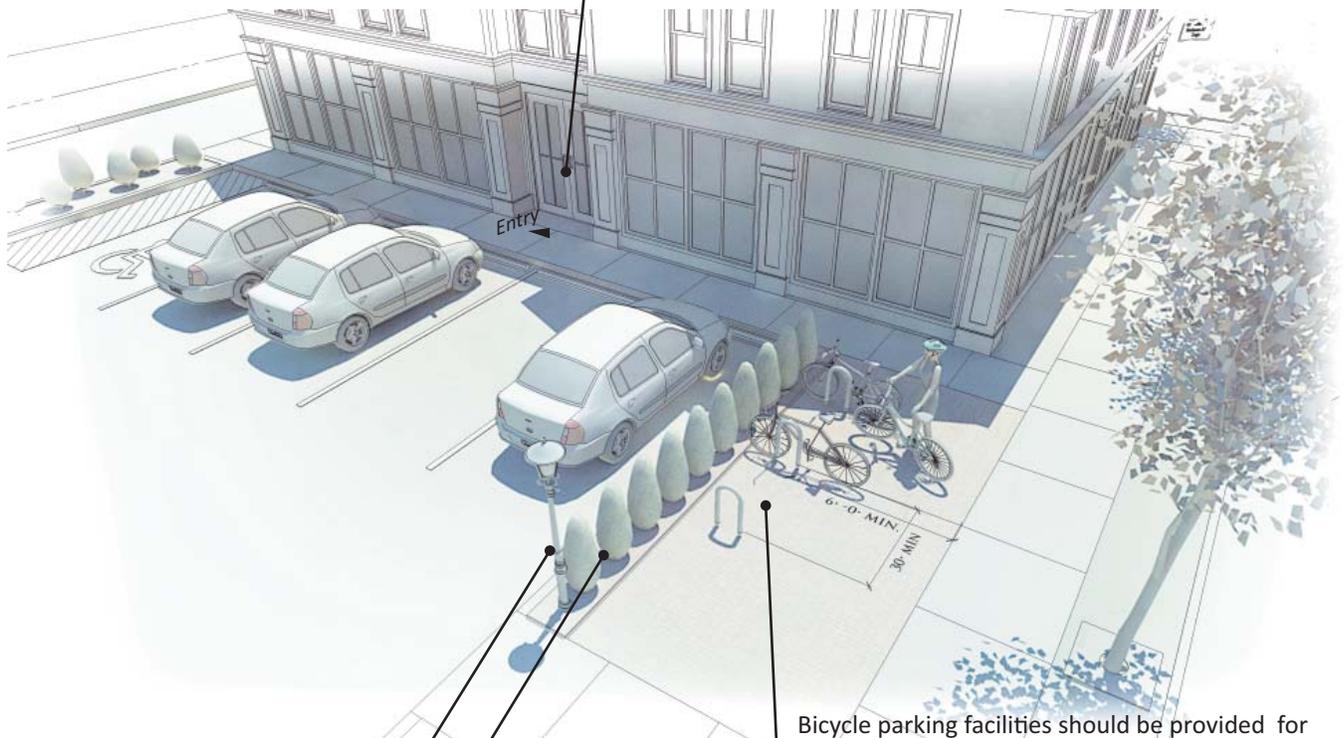
If parking area lies within or adjoins a residential area, provide a landscaped area containing an opaque fence four feet to six feet in height, or a double-row compact evergreen screen at least four feet in height, which shall be maintained in a neat and attractive manner between the parking facility and the adjoining residential area.

# Bicycle Parking

Safe and convenient parking can encourage bicycle use.

**Alternative** modes of transportation should be encouraged in the City Center to alleviate traffic congestion and promote health and community. Bike racks can help encourage this.

The bike parking area should be convenient to building entrances and street access, but away from normal pedestrian and auto traffic.



Bicycle parking areas should be well lit for safety and security.

Separate bicycle parking from auto parking and roadways.

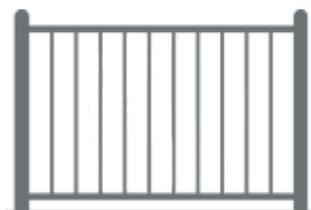
Bicycle parking facilities should be provided for all new retail developments, at a ratio of roughly 1 bike space per 10 required parking spaces. A highly visible location discourages theft and vandalism. Also, locate bike racks as to not block the pedestrian path.

**USE**

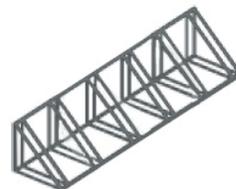
**AVOID**



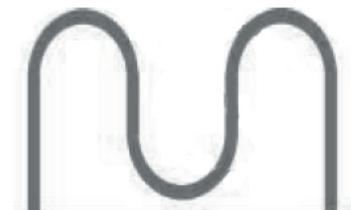
*Inverted 'U'*



*Comb*



*Toast*



*Wave*



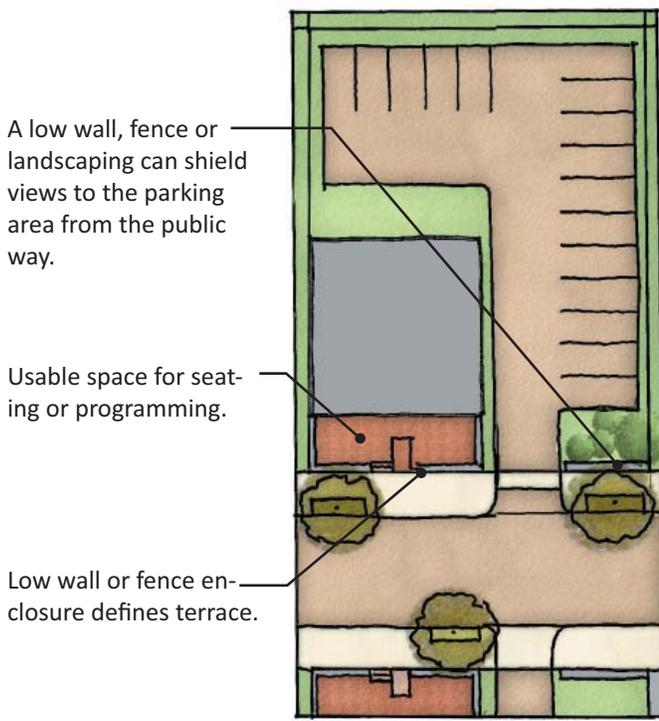
Landscaping can make spaces more usable.

## Landscaping

Landscaping at retail buildings contributes to the public realm.

**Retail** landscaping can be used to create usable spaces on the exterior of the building, such as plazas and terraces. On retail streets, landscaping can also continue a street edge interrupted by parking.

### DO



The space within a retail setback must be designed and programmed to maintain the connection between the street and store.

### Key Points

- A low wall or fence can define the area in front of a retail building so that it may be used for dining or other programming.
- If parking is located to the side of a retail building, a low wall or fence can shield the parking area from view from the public way.
- Hardscaping is essential to making outdoor space usable.
- Planting on retail streets should be limited to tree wells, planter boxes and pots. Planting beds may be used to soften parking areas at the side and rear of retail buildings.

### AVOID



Undefined or unprogrammed spaces in front of set-back retail buildings become unusable zones or parking lots.



Residential foundation plantings force pedestrians away rather than inviting them to view wares.



Large expanses of parking exposed to the public way creates dead-zones that are unpleasant for pedestrians.

# Landscaping (continued)

Parking lots which front on public streets shall be screened by landscaping or with walls or fencing a minimum of three feet in height. Walls and fences shall be of a scale and material appropriate to the site and surrounding area.



Landscape treatment shall be provided to enhance architectural features and improve aesthetics, and the site shall be planned to achieve a desirable transition between the building and the street, with the use of pedestrian walkways, special lighting, benches and other amenities encouraged.

# Outdoor Seating

Landscaped terrace areas can provide for outdoor uses.

The outdoor seating area shall be screened from parking, sidewalks and/or street by a landscaping strip, plants or fencing four to six feet in height. All such screening materials must be secured so as not to create a hazard.

Outdoor seating areas shall be distinguished from parking areas by solid, uninterrupted concrete or granite curbs and landscaping which physically separates the outdoor seating area from parking.



Outdoor seating or display shall not block handicapped or pedestrian access.

There shall be at least one readily visible litter barrel.



A large building can be designed to fit with the scale of Claremont City Center.

## Building Scale

Maintain the village scale by not exceeding 2 1/2 stories.

**Traditional** buildings in Claremont are appropriate to the scale of a historic village. New structures should use design to maintain the scale existing in the City Center.



- Shed dormer provides opportunity for additional windows and increased head height on the top floor.
- Top floor units contained in roof mass
- Keeping eave below third floor level reduces the scale of the building
- Spaces created between the various buildings provide opportunities for pedestrian plazas, courtyards and other outdoor gathering areas.

### Key Points

- Outside of the Mixed Use District, buildings should not exceed 2 1/2" stories
- Outside of the Mixed Use District, smaller buildings with useful spaces between are preferred over long continuous street facades



A complex of smaller scale buildings is preferable to a single large structure because the varied massing provides visual interest and human scale.

### DO



Encouraged

Mixed use buildings should share the same architectural character and scale as the surrounding neighborhood.

### AVOID



Discouraged

Structures that are taller than 2-1/2 stories should be avoided.



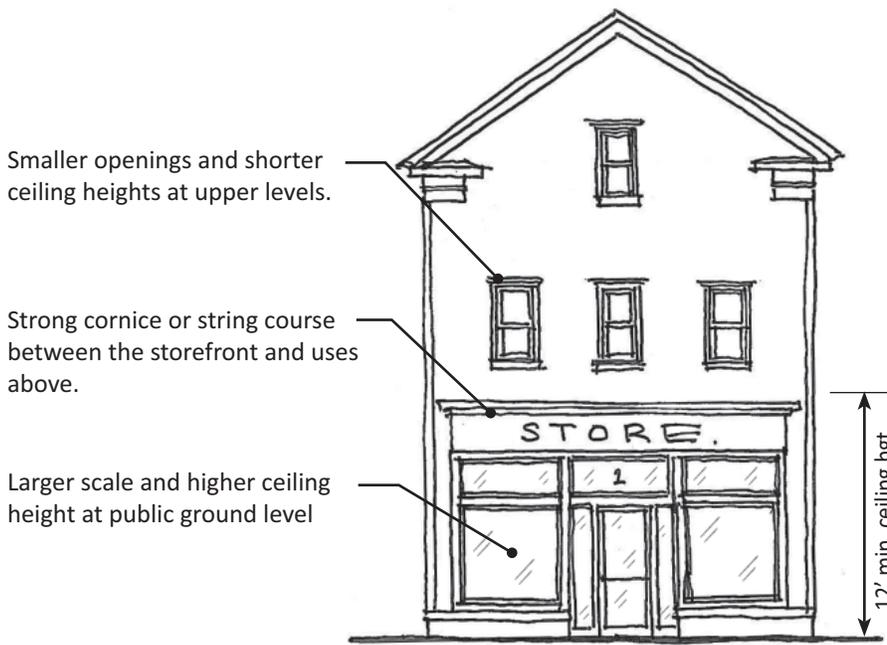
A change in scale distinguishes the change between uses.

## Scales of Use

Mixed-use buildings change scale and character with uses.

**Mixed-use** buildings are traditionally designed with the scale and features appropriate to each use. The transition between the lower and upper floors is important to the design of the building as a whole.

### DO



The different scales of multiple uses can lend itself to a balanced composition.

### Key Points:

- Ground level retail should have a minimum ceiling height of 12', 16' preferred. The taller space and larger scale of the storefront is appropriate to the retail use.
- Shorter ceiling heights and smaller scale openings are appropriate on upper stories used for office or residential.
- A strong cornice or string course separates the scale of the storefront and residential openings above.

### AVOID



Poorly proportioned buildings result when either of the mixed-use functions are not of the appropriate scale.



Separate retail and residential entries express their individual purposes.

## Distinguishable Entries

Separate entries express the retail and residential uses.

**Public** entries for commercial and retail uses are defined by a large scale and glazing. Private entries for residential uses are smaller in scale, according to their use.

### DO

Awnings and canopies are encouraged. See "Awnings"

Large scale and maximum glazing defines the public entry

The residential entry should be that of a smaller scale, befitting its role as a private entrance



A large storefront entrance welcomes the public while a smaller residential entry is private for residents and their guests.

### Key Points

- Entries to retail and commercial uses should be prominent and large in scale to be clearly identifiable to the public. See "Retail Doors".
- Awnings and canopies over storefront entries are encouraged. See "Awnings".
- Residential entries should be separate from public entries. The location may be less prominent and smaller in scale than for retail entries.
- Residential entries should have their own address separate from the retail.

### AVOID



Public entries that are poorly defined or difficult to locate.



Residential entries that are not expressed with dignity. Residential entries that lack an individual address.

## Storefronts

Ground-level retail draws shoppers and enlivens the sidewalk.

Glazing area is approximately 70% of ground floor elevation



**Large** displays on a storefront can entice passers-by and invite them into a store. Visibility is important to make potential customers aware of a store's offering and create a sense of welcome.

### DO

Sign Band

Optional transoms

Clear glazing area is approx. 70% of ground floor elevation

Optional signage on glass - to be legible from across the street



Sign lights with full cut-off to minimize light pollution

Clear-glazed door fronting on the sidewalk

Durable material, such as stone, to meet the ground



*Transparency of a storefront invites customers by letting them know what is offered and if the shop is welcoming business.*



### Key Points

- Storefronts should contain approximately 70% clear glazed area for the display of goods and services.
- Displays should allow a view through to the sales floor for customers to easily see whether the shop is open.

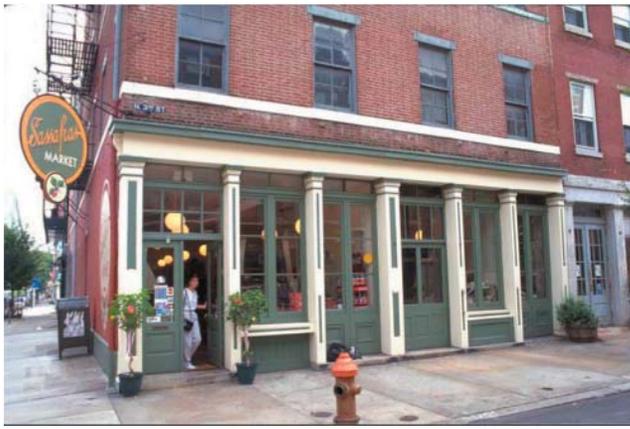
### AVOID



*Opaque façades do not invite commercial activity.*



*Blank walls and windows are uninteresting and shoppers may pass on by.*



Traditional storefronts are architectural compositions designed to frame services and merchandise.

## Retail Windows

Storefronts are composed with vertical proportions.

**Retail** storefronts were traditionally composed of small panes combined with muntins and mulls into larger windows. The panes were oriented vertically for strength and to reduce structural spans.

### DO



Vertical window proportions allow a traditional structural system with short spans and vertical piers to carry imposed loads to the ground.

### Key Points

- Each window pane and opening should have a square or vertical proportion
- Square or vertical window elements may be further sub-divided into vertical panes.

### AVOID



Horizontal window bands rely on hidden structural beams to span long openings. These arrangements lack visual support for the stories above.



Storefront doors allows views into and out of the shop to invite passers-by into an establishment.

## Retail Doors

Clear-glazed doors allow views and invite customers.

**Retail** doors are traditionally clear-glazed so that the door is not a visual barrier to the store. The transparency allows views into the store, which is inviting and welcoming for shoppers.

### DO



Retail doors should have clear glass and enter directly from the street.



Clear glazed doors allow views and invite shoppers to feel welcome and safe.



### Key Points

- Retail doors should enter at street level directly off the sidewalk. Where parking is on the side of a store, a corner entry may serve both pedestrian and vehicular traffic.
- Doors should be clear glazed to allow views into and out of the store. This visibility is inviting, provides security and prevents collisions.

### AVOID



Solid doors obstruct views - customers may be reluctant to enter.



Screen doors appear residential - to enter would be an intrusion.



Canvas awnings can increase comfort by shielding unwanted sun or rain.

## Awnings

Awnings protect window shoppers from sun and rain.

**Storefront** awnings provide some control of weather influences at the entrance to a store. Offering shelter from the rain or sun can attract pedestrians to window shop or eliminate unwanted glare.

### DO



### Key Points

- Canvas awnings on retractable metal frames provide the greatest control over sunlight and rain.
- Store signage should be located on the fringe of the awning.
- Sloped awnings are preferred over rounded styles.

Retractable metal frame

Canvas awning

Signage on fringe

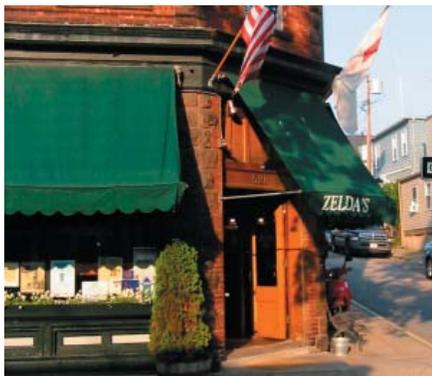
### AVOID



Barrel-shaped or rounded awnings.



Metal or other non-traditional materials.



Retractable canvas awnings can be retracted or spread depending on the weather.



## Signage: General

Signage is a signature and invitation from the shop.

**Retail** signage is an important component to the storefront composition and the streetscape. Appropriate signage provides advertising for a business and information to potential customers.



Beautiful signage is critical for the success of a business and a streetscape.

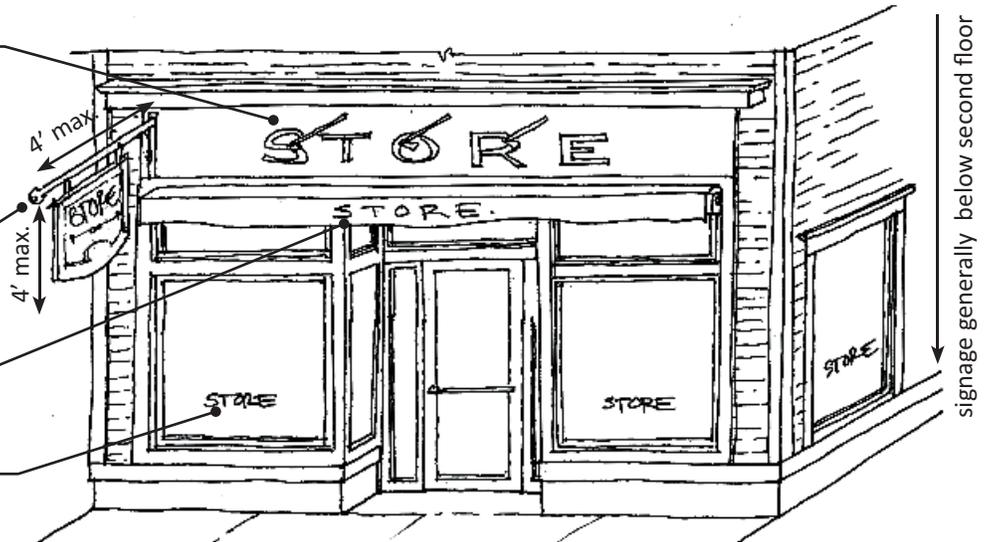
### DO

Sign band with attached, painted or engraved lettering

Blade signs with attached, painted or engraved lettering

Lettering printed on awning fringe

Window lettering painted or applied vinyl



Pedestrian-scaled signs of quality materials can provide the required marketing and contribute to the character of the City Center.

### AVOID



Large marquis, oversized signs and signs above the first story are distracting and oriented to fast-moving traffic.

### Key Points

- Retail signage may include a sign band, blade sign, awning lettering and window lettering.
- Signage should be scaled and oriented to the pedestrian. Generally, all signage should occur below the second floor.
- Sign materials should reflect the character of the City Center. Wood and metal signs are encouraged. Avoid using plastic, vinyl and other synthetic materials that are not traditional in character.

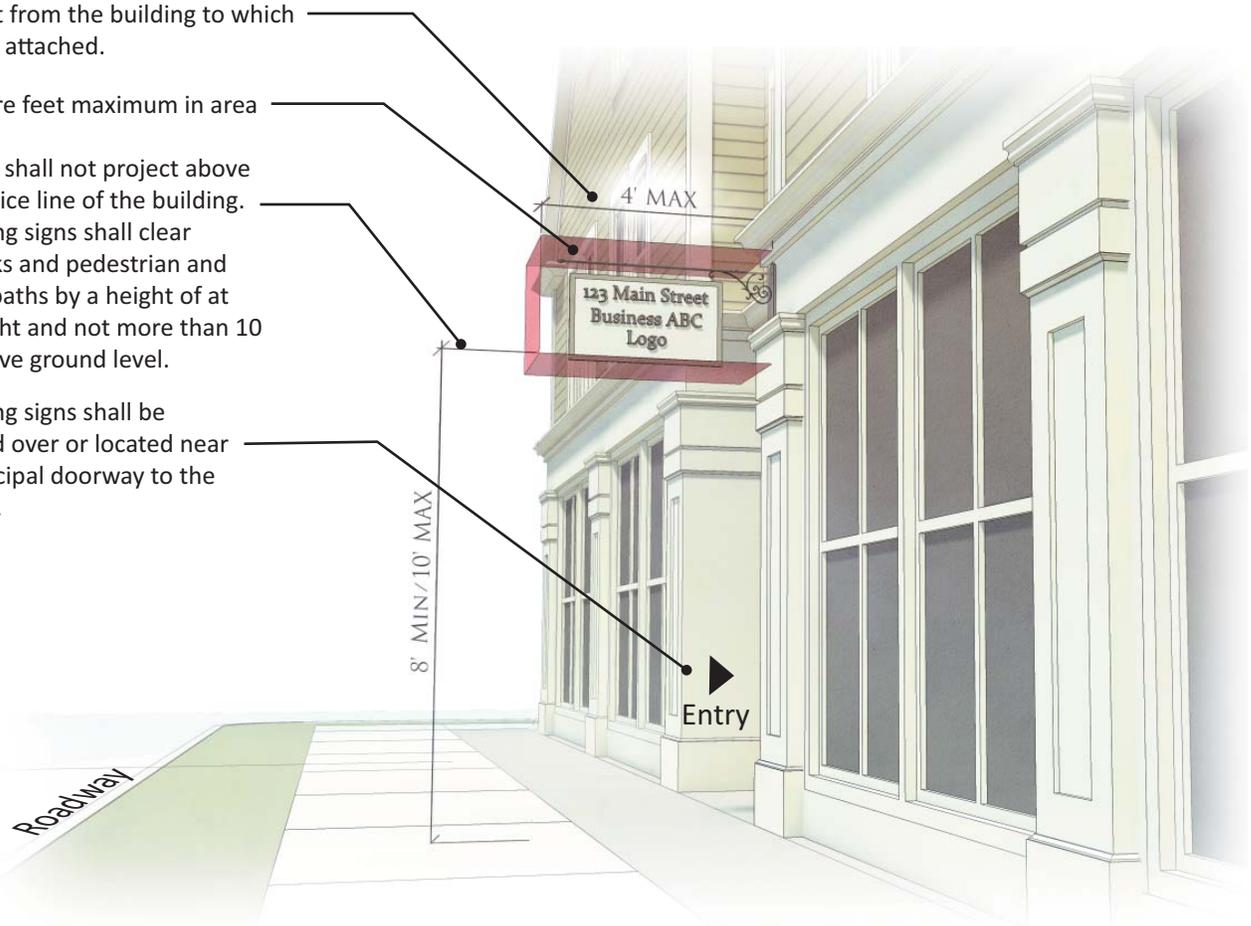
## Signage: Projecting

The sign shall project no more than four feet from the building to which they are attached.

16 square feet maximum in area

The sign shall not project above the cornice line of the building. Projecting signs shall clear sidewalks and pedestrian and bicycle paths by a height of at least eight and not more than 10 feet above ground level.

Projecting signs shall be centered over or located near the principal doorway to the building.



### Key Points

- The façade of the building to which the sign is attached shall be no more than 10 feet from the paved portion of any street or right-of-way used for travel purposes.
- The content of the signs should include only the building's street number, the name of the business, a business logo and/or product or service information.
- Projecting signs shall not overhang into any roadway or create a hazard to pedestrians.

### AVOID



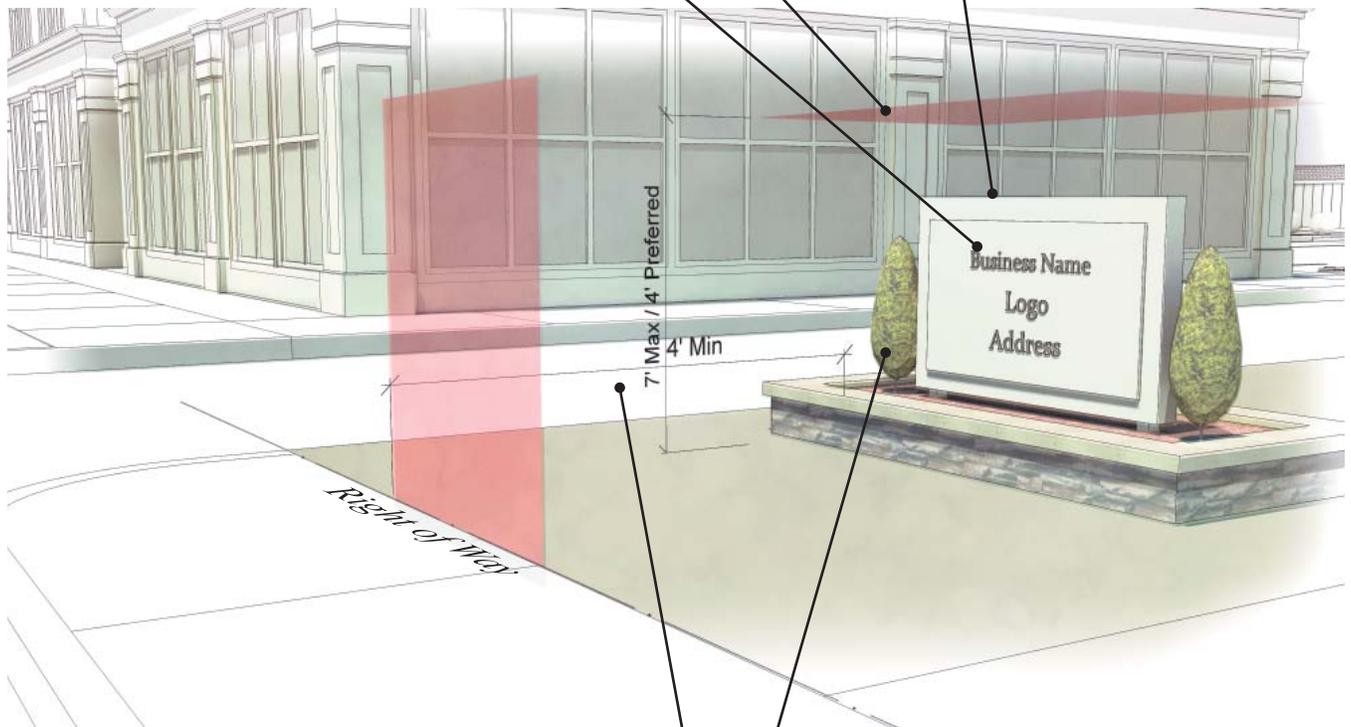
*Projecting signs located at building corners where they do not meet perpendicular to the building facade.*

# Signage: Freestanding

No such sign should exceed seven feet in height from ground level to the top of the sign, although signs not exceeding four feet in height are preferred.

Businesses should limit the content of their signs to only the building's street number, the name of the business, a business logo, the name of the building and/or product or service information.

The total area should not exceed 25 square feet.



No such sign should be located closer than four feet to any street right-of-way, within four feet of any side property line or within 50 feet of any dwelling, nor shall it obstruct driver visibility.

Whenever possible and without obstructing driver visibility, freestanding signs shall be incorporated in a hedge or landscaping feature.

## Signage: Window

Whenever possible, such window signs should be located on the window beside the primary business entrance.

Permanent window signs indicating the name and/or logo of the business, the nature of the business, the hours and days of business, the credit cards honored and/or other information related to the business establishment or activity may be painted on or affixed to the inside of one window of the business. Such information should not cover more than 25% of the total window area located on the front of the building.





Storefront lighting can be integrated with the design and character of the storefront and signage.

## Lighting

Lighting provides safety and extends hours after dark.

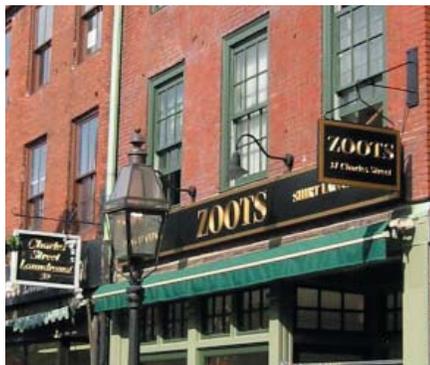
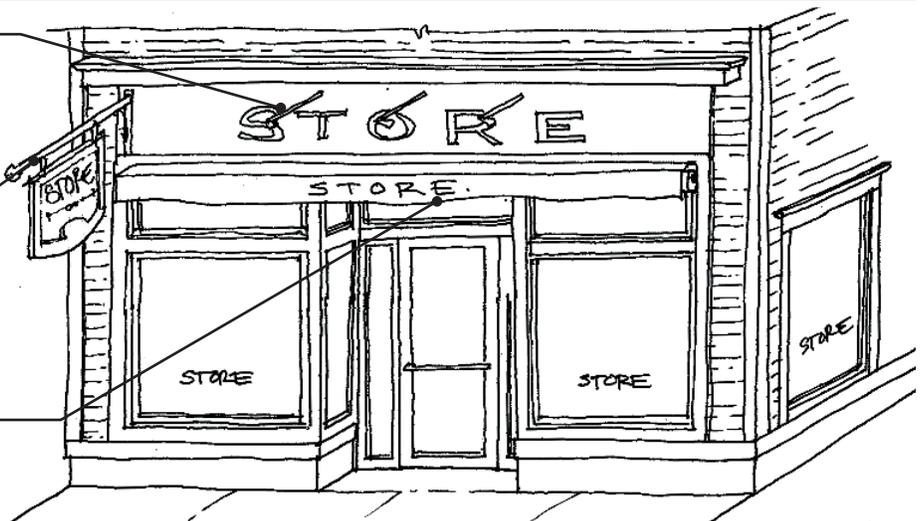
**Retail lighting** is essential for creating safe and welcoming streets so that retail stores can extend operating hours after sunset. Retail lighting can add a dramatic effect to signage after dark.

### DO

Wall mounted and goose-neck fixtures are appropriate for lighting sign bands

Blade signs may have directional pendant lighting

A ceiling mounted fixture may illuminate recessed entries



Gooseneck and pendant lighting can be directed to illuminate signage at night for advertising, way finding and safety.

### Key Points

- Retail lighting should be directed towards the merchandise, signage and pedestrian way.
- Directional lighting and cut-offs should be employed to reduce light pollution escaping into the night sky.
- Gooseneck, sconce and pendant lighting styles may be appropriate. Avoid neon lights and back lighting.

### AVOID



Neon and back-lit signs create undesirable glare and light pollution. Signs with electronic displays are distracting and are also discouraged.

PART III - APPENDIX

Additional Resources ..... 38

## Additional Resources

*Get Your House Right: Architectural Elements to Use and Avoid.*

Cusato, Marianne | 2007 | Sterling Publishing

*A Field Guide to American Houses.*

McAlester, V. & L. | 1984 | Random House

*Traditional Construction Patterns: Design and Detail Rules of Thumb.*

Mouzon, Stephen A. | 2004 | McGraw-Hill Professional

*The Architectural Pattern Book: A Tool for Building Great Neighborhoods.*

Urban Design Associates | 2004 | W.W. Norton and Company

*The Language of Doors.*

Vicente, P. and Connor, T. | 2005 | Artisan