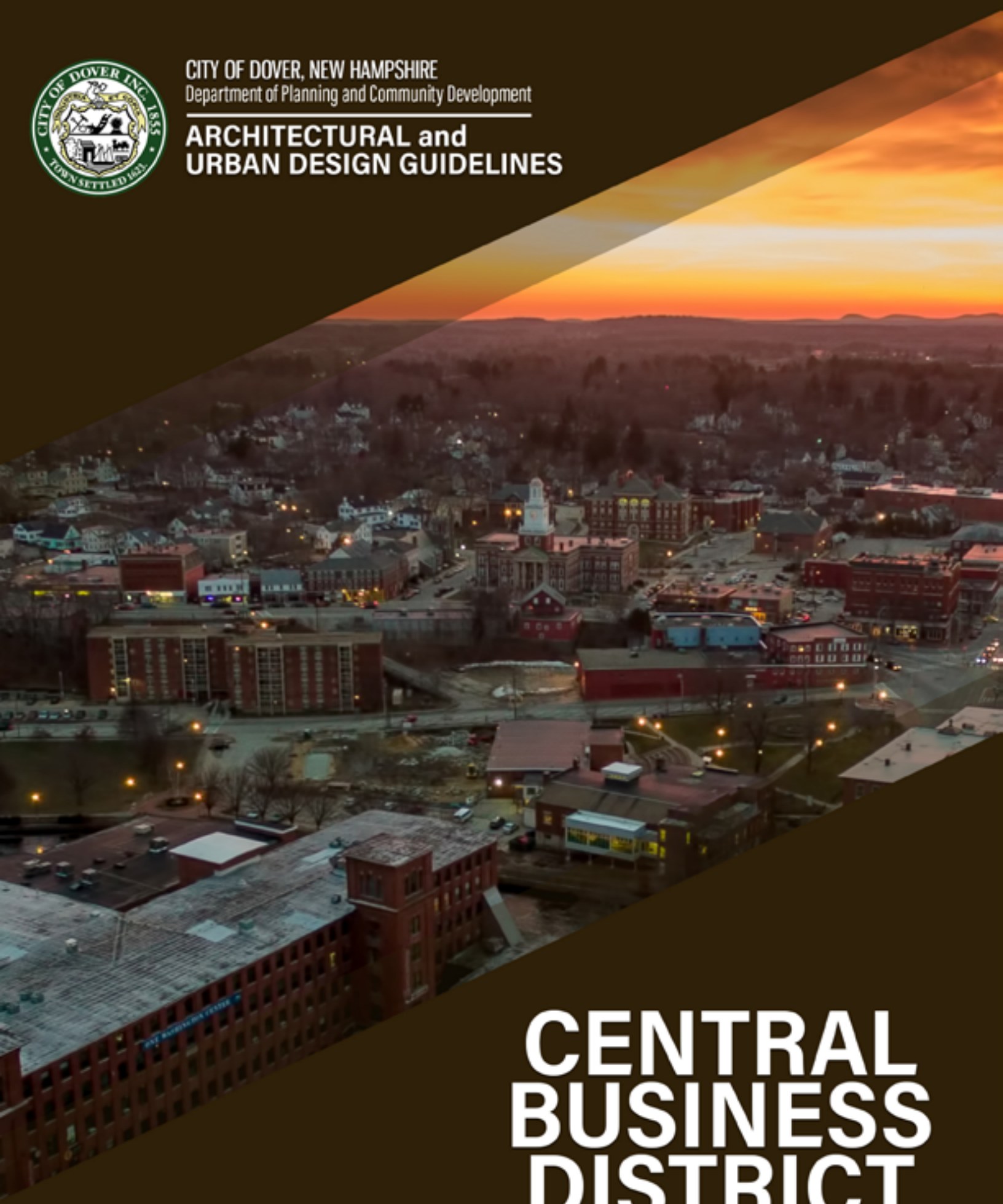
CITY OF DOVER, NEW HAMPSHIRE
Department of Planning and Community Development

ARCHITECTURAL and
URBAN DESIGN GUIDELINES



CENTRAL BUSINESS DISTRICT

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ACKNOWLEDGEMENTS:

COMMITTEE

Kirt Schuman, Jim Verschuren, Norm Fracassa and Peggy Carter

PLANNING AND COMMUNITY DEVELOPMENT STAFF

Donna Benton

PROJECT CONSULTANT

Resilience Planning, LLC

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INTRODUCTION AND SCOPE OF THE DESIGN GUIDELINES

Dover's Central Business District has been the center of commerce, culture and social activity for the community for over 300 years. There is a variety of building styles and types within the 100 acre area. As development continues and the district evolves, the Community hopes to capture certain characteristics and aspects within that development. This document is intended to be a resource supporting and further explaining the Design Guideline Regulations required within the Central Business District, and to complement the zoning requirements in the District. Those regulations establish standards for quality architectural designs, and establish standards for streetscape designs.

These Design Guidelines promote development which, from a design perspective, is context sensitive and reinforce the visual appeal and functionality of the Central Business District. The Guidelines specifically address the design characteristics of new development and redevelopment projects. The design characteristics include:

- Architecture
- Materials
- Landscaping and green infrastructure
- Streets and sidewalks
- Infrastructure (visible elements)
- Lighting

Led by a Steering Committee, the Planning Board worked with Resilience Planning & Design to develop these Design Guideline Regulations and this resource document through public engagement and adherence to Dover's Master Plan. A visual preference survey defined the elements to address in the architectural standards and streetscape standards, and informed the creation of this resource document.

The City of Dover and Resilience Planning and Design fostered public participation throughout the creation of the design guidelines. This work included a Visual Preference Survey, which allowed citizens to rate visual concepts of building designs, landscape characteristics, architectural styles, streetscape features, and more. The feedback was used to help shape the public's vision for the Central Business District.

Maintaining Dover's heritage and character is essential to the continued economic health of the City and the quality of life its residents enjoy. As the region's population and popularity continue to grow, communities will increasingly need to pay attention to the design of projects within their borders. Contextual design, responding to and respecting the surroundings promote Dover's continued vitality and vibrancy. Furthermore, the community can reinforce its unique identity by creating a strong sense of place. This is accomplished when buildings and their facades are in harmony with the streetscapes' built context and are designed with elements such as pedestrian areas, landscaping, and lighting that promote a walkable, livable environment.

These guidelines are provided to promote proven design practices that reinforce the character and context of the Central Business District, and sustain long term community value.

This document is intended to provide guidance on the issues of Architectural and Streetscape Design Guidelines and is intended to be used by architects, designers, developers, and those guiding the form of development.

DESIGN REVIEW PROCESS

COMPLIANCE

These Design Guidelines provide a range of standards and concepts that are intended to fulfill the public purposes that are under the stewardship of the Planning Board and Technical Review Committee. Compliance with these Design Guidelines represents compliance with the underlying public interests, except to the degree that overriding regulations, approvals or reviews at the state and/or federal level are deemed to apply.

BACKGROUND

All improvements by a developer shall be subject to design approval by the City of Dover Planning Board and such other federal and/or state regulatory agencies having jurisdiction over matters required to be permitted pursuant to the City of Dover Site Plan Review Regulations (the Public Approvals).

Both the Planning Board and Technical Review Committee will have certain approval authority. As with any development, the role of the Dover Planning Board will be to exercise its traditional site review responsibilities as provided in Chapter 149 of the City Ordinances. That review involves application of zoning requirements, subdivision and site plan regulations, technical and engineering requirements, and requiring that the Developer(s) comply with state and federal permitting obligations.

REVIEW PROCESS

The process is described below. Subsequent to the development, the design review process which utilizes these guidelines is expected to be as follows:

1. The Developer will submit to the Planning Board and Technical Review Committee the proposed design for the project. This proposal should include the depiction of: streets, sidewalks, and parking areas; building sizes and locations; building uses, with minimum and maximum uses; phasing; utility design and layout; building design information including elevations, renderings and materials, and other information required by the Planning Board in order for it to make a recommendation as to whether the proposal complies with the Design Guidelines. The City of Dover Technical Review Committee (“TRC”) would review the site review application to review whether the application complies with the technical requirements of engineering and regulatory matters. The TRC will conduct its review and provide comments and recommendations for design revisions.
2. The Planning Board would then review the recommendations from TRC to determine if the Planning Board would still recommend approval if the design would have to be modified to

reflect the comments and recommendations from TRC. Based on its further review, the Planning Board would then vote on a final recommendation as to whether the revised design complies with the design standards.

3. The Planning Board would conduct its own full review of the subdivision and/or site plan application, to apply the regulations and requirements which it customarily applies. This review occurs as part of the Site Plan Review. If the Planning Board votes to approve the subdivision and/or site plan application, then within fifteen days of the Planning Board's vote, the TRC would again review that approved plan and the conditions of approval to determine if the revised plan complies with the design standards. The Planning Board may require a third-party review.

Final approval would also include any state or federal approvals. If conditions imposed on those approvals required revision of the design, the Planning Board may conduct further proceedings to determine if the respective agency would approve the design with the new requirements imposed by either the state or federal agencies. Any final Planning Board approval shall be given or denied within fifteen days of request.

TERMINATING VISTAS | PRIMARY CORNERS | LINER BUILDINGS

A terminating vista is a building or focal point that stands at the end of a road or greenway. These high visibility areas are suitable for feature elements of the building design. When one is looking up the street the view should end with a design statement.

Prominent vistas are also formed by areas of the Park where central gathering spaces focus views onto the adjacent buildings.

The Primary Corners of development sites contain opportunities for areas of interest and the architectural expression. Corners can contain entries and be rounded or angled to widen the views at intersections.

Use liner buildings to screen transformers, dumpsters, and other utilities from street views.

Example of a terminal vista.

Orient the façade to the street.

Corners and parks provide water views and opportunities to engage pederstrian activity.

KEY POINTS:

Create visual impact at terminating vista locations.

Evaluate prominent corners to add interest from all vantage points.

Use liner buildings to shield parking and utilities from view.

DEFINE AND ENHANCE THE STREET EDGE

RESIDENTIAL: Fences, low walls, arbors, and plantings should be used to continue the building line close to the road edge and to maintain a sense of enclosure along the roadway. Edge treatments also define individual front yards and provide buffers between sidewalks and residents.

COMMERCIAL: Placing larger buildings behind smaller structures will screen the larger structures and create a pedestrian friendly building mass along the sidewalk. Continuation of a traditional streetscape pattern, and storefront design where applicable, is desired.

PARKING: Parking areas create a barrier between buildings and the public. Locate parking under or behind buildings. Parking shall be screened from view from the traveled way.

ABOVE AND BELOW: Successful retail streets offer a continuous line of shops with no drives or parking.

Definition of yards and entries create interest and security.

KEY POINTS:

Create front yard definition in residential areas.

Design new buildings to front on the street and interact with pedestrian traffic.

Place structures with more modest forms at the street edge to create pedestrian friendly scale.

VOLUME AND MASSING STRATEGIES

Break large building masses into apparent smaller individual structures with significant breaks in the volume, and footprint.

Reduce the apparent size of a large building by designing a main mass with several smaller, attached components.

Smaller building forms along the edges of the site will also screen and break up larger building masses as viewed from the park.

Varied masssing

Example of small frontage building to screen mass and significant breaks in overall volume.

Visually reduce building height by setting back top floors, using varied eave heights and introducing pitched rooflines with dormers.

KEY POINTS:

- Avoid large building volumes with flat facades and long continuous rooflines.
- Break down the building mass visually into multiple buildings.
- Shield large buildings with smaller frontage buildings.

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

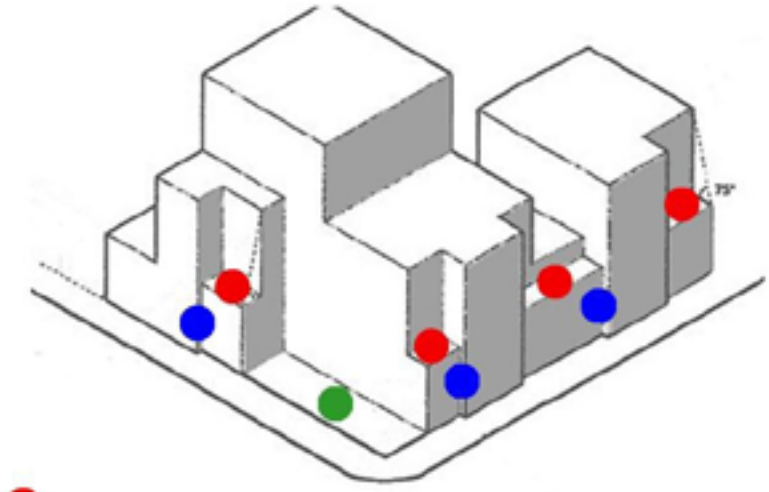
SETBACKS

For long facades, vary the setback, height, and roof form to establish a rhythm and proportion of facades along the street and corners of the site.

These areas provide relief, soften the street edge, and provide an opportunity for gathering and interaction that contributes to the vitality of the community.

Increased setbacks may accommodate a small landscaped gathering area.

Top floor setbacks create an apparent lower building height as well as opportunity for balconies or other varied roof forms.



KEY POINTS:

- Provide setbacks greater than two feet.
- Provide setbacks along the building footprint.
- Provide setbacks on upper floors
- Combine smaller and larger setbacks to provide variation and rhythm.


Corner setbacks provide relief and create interest.


Building setbacks can create a small gathering area.


Setbacks should be greater than two feet for desired effect.

VARYING THE ROOFLINE

Vary the height and style of the roof line and eave line to break down large roof masses into smaller elements.

Large overhangs are desirable. Significant overhangs provide both protection from the weather and are more proportional and balanced with larger building masses.

Pitched roofs are compatible with regional styles and can be effectively combined to break down the scale of a single large building. Pitched roof forms including, gables, hips, mansards, and dormers are encouraged.

Varying the height, orientation and setbacks create interest and continue the rhythm of facades along the streetscape.

Varied rooflines and dormer adds visual interest.

Larger gables flank this roof deck to provide elevated outdoor space.

KEY POINTS:

- Vary the setback, height and roof forms of the building.
- Incorporate different roof forms on various parts of a large building.
- Flat roofs are discouraged but not prohibited.

BRING DOWN THE BUILDING EDGES

Use horizontal banding and single-story roofed masses along a larger structure at street level to create a more pedestrian-scaled environment.

Provide eave line transition from high roof lines to the ground level to further reduce the apparent mass.

Create a unique identity for the first floor level.

A change in scale distinguishes the change between uses. The pronounced first floor cornice creates the impression of a single story building along the sidewalk.

KEY POINTS:

- Bring the edges of the building down to reduce the appearance of large vertical building faces.
- Use single story forms such arcades, entrance forms, awnings or cornices.
- Lower roof eaves and gables.
- Add upper level decks and porches

As shown in this sketch, lower roof eaves on attached masses reduce the apparent scale of the bulding.

MAINTAIN PEDESTRIAN SCALE

In both commercial and large scale residential buildings first floor design carries significant importance. Pedestrian traffic is in direct contact with this level. First floor design is enhanced by alcoves, covered walkways, awnings, windows, public seating, bicycle amenities, architectural details, and other single story features that relate to pedestrians.

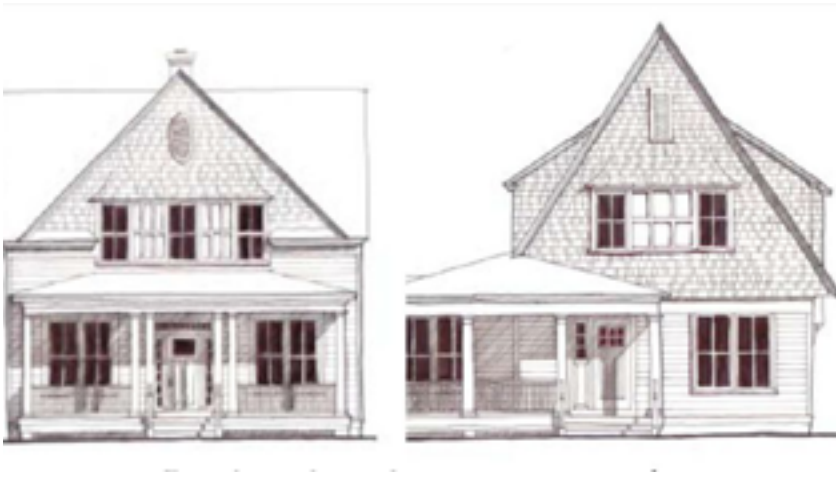
A significant portion of the building facade should be devoted to windows and doors to maintain the pedestrian relationship. Natural wood finishes create focal points at critical areas of interest.

Residential porches should be used to accentuate variations in the footprint of the building, but should not take the place of setbacks in the exterior building walls.

KEY POINTS:

- Buildings must relate to the pedestrian environment.
- Incorporating pedestrian-scaled features creates a sense of community and security, and invites greater activity in front of the building.

Provide pedestrian scale detail and three dimensional elements.



Residential porches are encouraged.

FACADE SCALING STRATEGIES

Large building masses can be made to look like smaller individual buildings by combining setbacks with varied architectural design styles.

Provide appropriate window scale and patterns to complement the massing.

A collection of complimentary architectural styles and window patterns.

KEY POINTS:

- Use a collection of complementary architectural styles to define the identities of separate buildings.
- A variety of window patterns create visual interest.
- Use horizontal banding, brackets and cornices.
- Vary the materials.

Varied materials and window patterns.

Varied materials and window patterns and horizontal banding

Brackets

Cornice

BUILDING STRATEGIES

ENTRIES

Well defined entry

The building entry is an important functional element that needs to be clearly articulated through a variety of means. The use of residential porches and stoops, as well as recessed doors create a sense of entry.

In first floor retail spaces, provide a street-oriented entry and storefront glazing to encourage a variety of uses.

At left, a recessed entry example with expanded storefront glass. Above, a corner serves customers arriving from multiple directions.

Above, recessed entries highlighted by natural materials abd quality details. At left, covered entries help maintain pedestrian scale and add character to the building. Below, separate retail and residential entries express individual purposes.

KEY POINTS:

- Use landscaping, signage, architectural features and thoughtful details to highlight entries.
- Face entries toward the street.
- Incorporate pedestrian-scaled entrance elements such as porches and stoops.

QUALITY MATERIALS AND SUSTAINABLE DEVELOPMENT

In prominent areas with entrances, display windows, and other pedestrian amenities, the use of high-quality, traditional building materials and greater architectural detail is strongly recommended.

Use a complementary combination of materials to effectively break up a large facade.

Non-traditional materials may be used if they accomplish the overall goal of adding interest and depth to the facade.

Promote sustainable development by incorporating energy-saving building envelope features and by using building materials from recycled or renewable sources.

KEY POINTS:

- Vary building materials to add depth and interest to the facade.
- Use traditional and natural building materials appropriate for each building type.
- Take advantage of alternative energy sources.

The LEED program outlines strategies for energy efficient design.

Solar panels can be used to absorb energy and give back to the community.

Incorporate natural materials and earth tones to help buildings blend into the landscape.

CHAPTER 2: SUB-DISTRICT AREAS

Within the Central Business District (CBD) there are five distinct sub-districts with their own distinct character, mix of uses, and regulatory standards. They are defined below with some of their distinguishing qualities.

CENTRAL BUSINESS DISTRICT: GENERAL DISTRICT

From the late 1700's, when Dover began to shift from a farming community to a manufacturing center, the land and blocks in and around Washington and Main Streets and Central Avenue have been the community's commercial core.

USE

- A wide array of retail and commmercial activity
- Residential activity on upper floors of buildings

BUILDING TYPE

- Building placement create an urban wall
- Building height should reflect urbanity
- Roofs should be mansard or flat
- Materials should reflect a pedestrian scale with strong materials

DESIGN GOALS:

- Public spaces are important
- Break structures up to provide:
  - human scale
  - variation
  - depth
- Streetscape should interact with the building and encourage activation of the building

DOWNTOWN GATEWAY AND MIXED-USE DISTRICTS

The Downtown Gateway district is an area that marks a transition point into the more formal, densely developed urban core (multi-story buildings, civic buildings, etc.). Many elegant Victorian homes grace these areas which should be celebrated by new development.

USE

- Generally commercial activity
- Some residential activity, combined and standalone

BUILDING TYPE

- Lower height than the Urban Core
- Setback from the street with a fair amount of land-scaping
- Building design and materials should account for close interaction of standalone commercial and uses

DESIGN GOALS:

- Pedestrian use should be encouraged

TRANSIT ORIENTED DEVELOPMENT DISTRICT

This is a potential growth area in downtown, west of Chestnut Street where industrial uses (railroad and coal yards, warehouses etc) were prevalent, an active rail line that passes through it.

USE

- A wide array of retail and commmercial activity
- Residential activity on upper floors of buildings
- Transit-based uses

BUILDING TYPE

- Building placement create an urban wall
- Building height should reflect urbanity
- Roofs should be mansard or flat
- Materials should reflect a pedestrian scale with strong materials

DESIGN GOALS:

- Transit lines and spaces should enhance development
- Dense development along the Cochecho River
- Break up structures to provide:
  - human scale
  - variation
  - depth
- Streetscape should interact with the building and encourage activation of the building

RESIDENTIAL DISTRICT

North of the Downtown core are neighborhoods of smaller homes, once the residences of mill employees, shopkeepers, and others for whom the close proximity to the Downtown was an important feature.

USE

- Generally residential activity
- Some commercial activity, combined and standalone

BUILDING TYPE

- Lower height than the Urban Core
- Not set back from the street with limited landscaping
- Building design and materials should account for close interaction
- Outbuildings to the rear with parking

DESIGN GOALS:

- Pedestrian use should be encouraged
- New structures should mimic the placement, scale, and building materials of the older homes
- Single family, medium density and higher density residential buildings should be harmonious with neighboring structures in terms of mass, width, height, proportion, spacing, and setback.

CHAPTER THREE: ARCHITECTURAL DESIGN STRATEGIES

Preserving and enhancing the architectural tradition, history, and visual appeal of the Central Business District is integral to maintaining the character and identity of our community. Buildings designs and materials should enhance the appearance of Dover, reinforce pedestrian character where appropriate, reflect a consistency found within the sub-district and neighboring buildings, and consider existing natural and cultural resources. Building design should also minimize potential aesthetic conflicts between residential and nonresidential uses, and between single family and multifamily uses. Architectural Standards are not intended to stifle creativity or variety. They will produce designs respectful of place and context. Given this intention to provide guidance on the issues of Architectural Design Guidelines the following elements are introduced and explained to provide additional context to the regulations.

GROUND FLOOR STANDARDS

The ground floor of the building façade is an important aspect of the streetscape. In each of the sub-districts there is a requirement for a pedestrian entrance, and a percentage of the façade must be windows. The window requirement is lower in the Residential, Gateway, Transit Oriented Development, and Mixed-Use Districts where first floor uses may be residential uses and should be afforded some privacy. In the General District first floor uses must be non-residential so no less than 80% of the façade must be windows. These requirements should not supplant any building or life safety codes or ordinances.

In all of the Sub Districts, except Residential, it also important to include ground floor exterior lighting on the building that offers a feeling of warm security and increased safety to pedestrians without being overwhelming such as sconces to wash walls, lights at entry canopies, or other ways to provide indirect lighting.

REQUIRED STANDARDS

While the required elements of these standards vary to some degree over the five sub-districts they are further explained below to inform applicants and design professionals.

HARMONIOUS DESIGN:

Building designs shall be harmonious with neighboring structures in terms of mass, width, height, proportion, spacing, and setback. Harmony involves the selection and incorporation of design elements that share common traits within the built context; however, harmony becomes monotony without a variety of design approaches. Common traits include orientation, colors, and the shape/size of materials. Visual interest is also enhanced by introducing some dissimilar but complimentary elements and spatial arrangements.

MATERIALS:

The exterior materials used set the stage for the impressions the building gives of its character and the sense of the overall structure, and its efficiency and maintenance. Natural and durable materials (wood, masonry etc) are preferred materials, however, contemporary materials that are compatible with the aesthetic established by neighboring structures are desirable. In this regard, within the first 20 vertical feet of the portions of the building where pedestrian traffic/infrastructure exists, the building must incorporate wood, brick, stone or a suitable contemporary. Beyond that portion of the building the applicant can incorporate additional materials that meet the regulations and their goals for the long-term maintenance and operation of their building.

MASSING:

A building's mass, or shape, is defined by its component parts, including the size of its footprint and number of stories. Individual characteristics of mass generally include building form, roof shape, and orientation. Large structures shall be broken into smaller masses to provide human scale, variation, and depth. This can be accomplished if buildings are constructed to look like smaller individual buildings, by combining setbacks and through varied architectural design styles. Windows, entryways, horizontal elements, bays, entry elements, arcades, or other features of varying height and/or depth are examples of architectural elements which can be used to create a sense of pedestrian scale and space.

VIEWS:

Given the density of the District, it is important to consider the views created from inside new buildings and the relationship with adjacent properties. The design of new buildings shall incorporate views that are directed to the street and garden/courtyard rather than toward adjacent neighbors.

PLACEMENT:

The underlying zoning regulations for this district emphasize the placement of buildings and the relationship they have with the public realm of city streets. To ensure this pattern is reinforced and continued new buildings shall be placed at or near the street, along the outer edge of their sites, to ensure the unity of those streets and to encourage and facilitate pedestrian activity. Where buildings are not at the street edge, they should include a welcoming public space integrating the building and street.

ARCHITECTURAL DESIGN STRATEGIES

STREETSCAPE:

The combination of these required architectural standards will create building designs that enhance the pedestrian environment and streetscape. Building placement, materials, massing, and harmonious design along with creative approaches from the design team will ensure that new buildings contribute to Dover's streetscapes while preserving the important context of the Downtown. The other streetscape elements and the intended uses that take place within this public space will be addressed further in the Streetscape Design Strategies, contained herein.

GARAGES:

Garage entrances and the blank walls created by their doors disrupt the pedestrian experience. This is partially due to the reduced activity, and compounded by the need to watch for vehicles entering and leaving while walking through the district. Given this, garages typically should not directly face the street. Where there is no other option, doors should be minimized and blend into the building.

UTILITIES:

While essential to the buildings and occupants utility elements detract from the character of the District. This can be addressed by screening, an aesthetically pleasing manner all utility elements, allowing that these functional items be easily available but effectively hidden from view. The following should be screened or buffered or blended:

- Loading Areas
- Dumpsters
- Utilities – generators, chillers etc.
- Effective Screens or Buffers can be:
- Fencing – 8' height. Wood or composite

ARCHITECTURAL DESIGN STRATEGIES

SOLAR STANDARDS:

All new buildings are expected to be designed and constructed to be solar ready. This is intended to make the eventual addition of solar panels less of a barrier and more cost effective. Infrastructure (eg roof weight loads, conduit, etc.) should be put in pace to easily allow conversion to solar power through future retrofitting. On commercial and mixed-use buildings that are 25,000 or larger square feet in size, solar panels must be incorporated during construction on at least 30 percent of the roof area. The applicant can individually meter the solar arrays or make use of New Hampshire's group net metering provision which allows for the distribution of proceeds to a variety of participants on or off site. See RSA 362-A:9 XIV.

ARCHITECTURAL DESIGN STRATEGIES

GREEN ROOF STANDARDS:

As land continues to be replaced with impervious surfaces the necessity to provide green space is becoming increasingly critical to maintain environmental quality and ecosystem services. Installing green roofs is one option that can reduce the negative impact of development while providing numerous environmental, economic, and social benefits. On commercial and mixed-use buildings, in these Districts, that are 25,000 or larger square feet in size, a green roof must be incorporated on at least 30 percent of the roof area during construction. When installed in combination with solar panels, the performance of the solar panels improves due to the reduced roof temperature.
Green roofs also improve stormwater management by reducing runoff and improve water quality through filtering, conserve energy by further insulating the roof, mitigate the urban heat island effect by reducing rooftop temperatures, increase the longevity of roofing membranes, reduce noise and air pollution, sequester carbon, increase urban biodiversity by providing habitat for wildlife, provide a more aesthetically pleasing and healthy environment, and improve return on investment compared to traditional roofs.

DETAILS AND DEPTH:

Use of architectural details and changes in depth are encouraged on building elevations to increase visual interest and scale. The use of horizontal banding and single-story roofed masses along a larger structure at street level will create a more pedestrian scaled environment. Provide eave line transition from high roof lines to the ground level to further reduce the apparent mass. It is also beneficial to create a unique identity for the first floor level.

OPTIONAL STANDARDS

While the optional standards vary to some degree over the five sub-districts they are further explained below to inform applicants and design professionals.

ROOF FEATURES:

Ornamental roof features that exceed the allowed building height are subject to the CUP process. To ensure that roof features contribute to the architectural design vary the height and style of the roof line and eave line to break down large roof masses into smaller elements. Large overhangs are desirable as significant overhangs provide both protection from the weather and are more proportional and balanced with larger building masses. Pitched roofs are also compatible with regional styles and can be effectively combined to break down the scale of a single large building. Pitched roof forms including, gables, hips, mansards, and dormers are encouraged when appropriate to the context and location.

ARCHITECTURAL DESIGN STRATEGIES

ENTRIES:

Use of elements that accentuate and/or provide coverage at the entry such as a canopy, porch, recessed entry, etc. promote vibrancy and are desirable. The building entry is an important functional element that needs to be clearly articulated through a variety of means, such as: residential porches and stoops, recessed doors, which create a sense of entry. In first floor retail spaces, provide a street-oriented entry and storefront glazing to encourage a variety of uses.

GREEN BUILDING:

Promote sustainable development by incorporating energy saving building envelope features and by using building materials from recycled or renewable sources. LEED standards, the Living Building Challenge, or an equivalent standard are encouraged. The intent of this provision is to ensure that new buildings being constructed in the City are energy efficient, high performance buildings that minimize their impact on the natural environment while maximizing human health.

ARCHITECTURAL DESIGN STRATEGIES

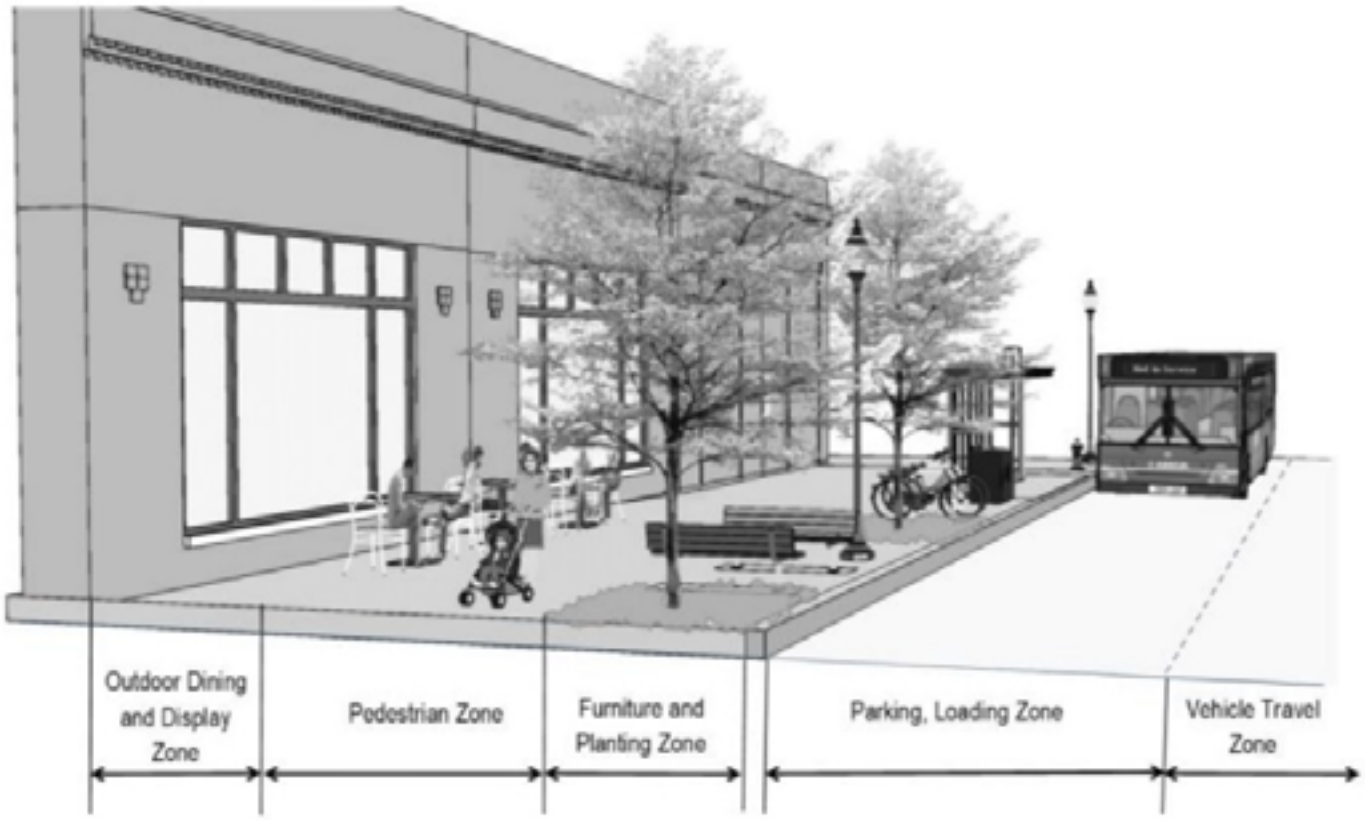
GREEN INFRASTRUCTURE:

Green infrastructure is a term that can encompass a wide array of specific practices from open space protection to ecologically designed and constructed BMPs. Green infrastructure incorporates both the natural environment and engineered systems to provide clean water, conserve ecosystem values and functions, and provide a wide array of benefits to people and wildlife. Green infrastructure investments boost the economy, enhance community health and safety, and provide recreation, wildlife, and other benefits. At the site level, green infrastructure practices can include rain gardens, permeable pavements, green roofs, infiltration planters, trees and tree boxes, and rainwater harvesting systems. As well as the preservation and restoration of natural landscapes (such as forests, floodplains and wetlands) as critical components of the City's green infrastructure. Due to these many benefits integrated green infrastructure elements are encouraged in all development projects.

CHAPTER FOUR: STREETSCAPE DESIGN STRATEGIES

Streetscape standards were crafted to ensure streets in Central Business District are safe and walkable, accommodate pedestrians and bicyclists, and are compatible with the character of Dover's neighborhoods. All street elements must be consistent with Dover Streetscape and Landscape Standards.

Physical features that are incorporated into streetscape designs include sidewalks, landscaping, fences, retaining walls, street trees, benches and sitting areas, bicycle storage, and other infrastructure like street lights or curb and gutters. Streetscape elements create character and sense of place. Consistent use of quality materials is required.



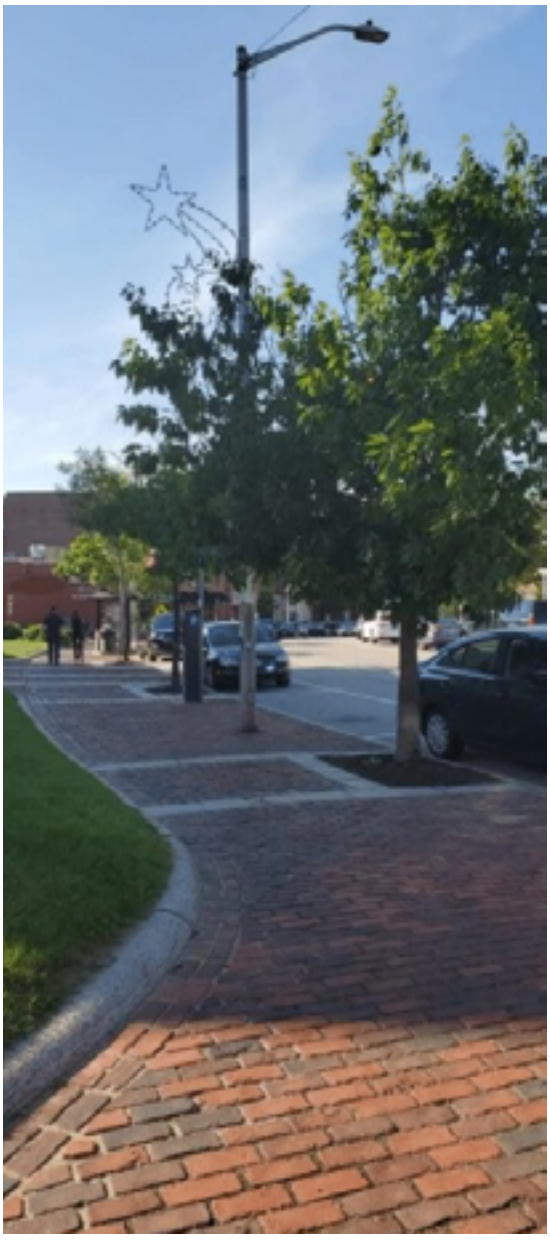
The streetscape areas identified in this illustration give a sense of the expectation and activity level that should be incorporated into development proposals. This is to ensure that all new buildings reinforce their relationship with the public realm. These areas are further explained below through the various elements of a streetscape:

- Outdoor dining & display zone
- Pedestrian Zone
- Furniture and Planting Zone
- Parking and Loading Zone

STREETSCAPE DESIGN STRATEGIES

SIDEWALKS:

In order to provide a safe pedestrian zone along the frontage of all buildings, a sidewalks that is at least 5 feet wide must be provided. The material must be brick along Central Avenue, Main Street and Washington Street, or where it exists. Chestnut Street should be concrete with brick accents. All other streets should have concrete sidewalks.



STREET TREES:

Street trees shall be planted at an average spacing of 25 to 30 feet on center. The planting method shall allow for maximum root zone space where possible. Existing healthy street trees shall be protected, if possible. These trees improve the pedestrian environment, compliment building facades, reduce heat island effect, assist with stormwater management, and provide many other benefits to the Downtown. Trees specifications can be found in the Downtown Design Standards.

STREETSCAPE DESIGN STRATEGIES

LANDSCAPING:

Beyond street trees other elements of the landscape contribute to the green infrastructure in the Downtown. Unpaved ground area along the frontage shall be planted with appropriate groundcover or shrubs, and no bare ground or mulch-only areas are permitted. Low Impact Development techniques that incorporate green infrastructure solutions such as rain gardens, bioretention areas, tree boxes and other techniques shall be incorporated into these landscaped areas and maintained. Property owners are also encouraged to place planters and window boxes with flowering plants and/or climbing vines along the area in front of their buildings.

ACCESS AND CIRCULATION:

Projects shall be designed to maintain and enhance the quality of vehicular, bicycle and pedestrian circulation and safety on affected public streets.

STREET FURNITURE:

Street furniture shall be provided within the streetscape area. A minimum of the following is required:

- 1 bench for every 75 feet of frontage.
- At least 1 waste bin, and recycling bin, at each block corner.
- 1 bike rack per project.

Benches shall be oriented to encourage social interaction, and be designed to enhance the site, not detract from it. Benches may be exchanged for other street furniture (eg chess/checker tables) where space allows.

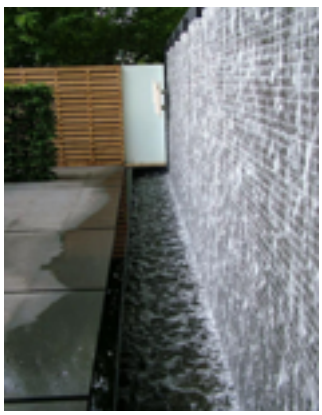
STREETSCAPE DESIGN STRATEGIES

LIGHTING AND EQUIPMENT:

Site lighting, like site furniture can provide pedestrian scale and character as well as safety for pedestrians. Lighting choices should reflect Dover's urban character. The use of LED lighting uses less energy and is more efficient over time. Additionally, Dark Sky Friendly fixtures that light the ground and not the sky are recommended. Lighting and mechanical equipment standards are further defined in 170-20(E)(3)(d).

ART:

Public art is encouraged. All proposed public art installations shall be reviewed and endorsed by the Dover Arts Commission. Public art is a part of our public history and heritage, part of our evolving culture, reflects and reveals our society and adds meaning to our cities. Public art should create a chronicle of our public experiences through a variety of genres and mediums.



MORE INFORMATION

- Please refer to Chapters 149 and 170 for further information on the land use regulations
- Please check the Planning Department website for the District Tables and Visual Preference Survey Report.

VISUAL PREFERENCE SURVEY

A visual preference survey was used to help define the elements included in the architectural standards and streetscape standards, and helped inform the creation of this resource document. The survey results, including the survey report, follows:

Visual Preference Survey - Design Guidelines Project

Transit Oriented Development

The following examples show a variety of <u>architectural designs</u> for transit oriented development











The following examples show transit oriented <u>neighborhood environments</u>






Visual Preference Survey - Design Guidelines Project

Residential Development

The following examples show architectural designs for <u>high density</u> residential development.










The following examples show architectural designs for <u>medium density</u> residential development.









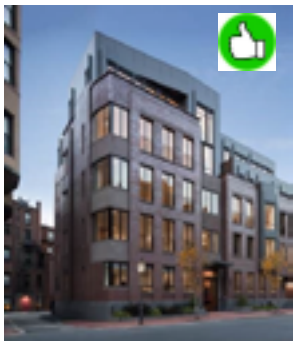


Visual Preference Survey - Design Guidelines Project

General - Central Business District

The following examples have a variety of <u>architectural styles, building materials</u> and street level treatment.



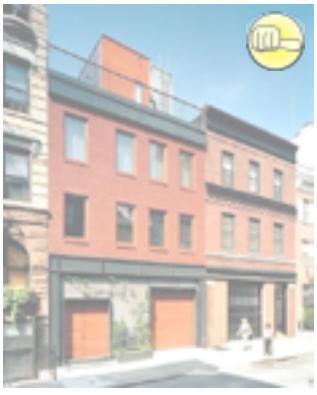


The following examples show <u>'street wall' façades</u> that have traditional and contemporary architecture.







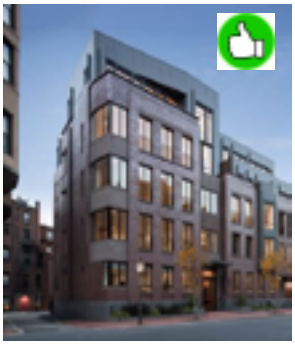



Visual Preference Survey - Design Guidelines Project

General - Central Business District

The following examples have a variety of architectural styles, building materials and street level treatment.





The following examples show 'street wall' façades that have traditional and contemporary architecture.










Visual Preference Survey Report

Central Business District Architectural & Urban Design Guidelines

Introduction

In 2018, the City of Dover partnered with Resilience Planning & Design LLC to develop Architectural and Urban Design Guidelines for the Central Business District. As part of the community engagement process, a Visual Preference Survey was created to provide an opportunity for citizens to participate in the development of these guidelines. Visual Preference Surveys (VPS) allow citizens to rate visual concepts of building designs, landscape characteristics, architectural styles, and streetscape features. The feedback collected gave the City a sense of what participants wanted to see in the Central Business District and informed the architectural and urban design guidelines document.

Methodology

The VPS was created in two formats; one as an online survey and the other as a storefront display. Survey respondents were asked to indicate their preferences among a series of images that illustrated various options for development and public infrastructure enhancements in the Central Business District area. The rating scale was -2 to +2, with -2 being unappealing, -1 being somewhat unappealing, 0 being neutral, +1 being somewhat appealing, and +2 being appealing. Images were selected to demonstrate a range of design possibilities. The preliminary results of the Visual Preference Survey were shown at Apple Harvest Day.

Summary of Results

Images that received ratings that indicated **high levels of preference** reflected the following characteristics:

- Use of traditional building materials
- Clear architectural definition of buildings
- Variety among buildings including texture, architectural detail, etc.
- A vibrant and walkable streetscape with pedestrian amenities
- Cottage style, townhouse, and missing middle style housing units

Images that received ratings indicating **neutral** feelings from respondents reflected the following characteristics:

- Modern in nature
- Use of contemporary building materials
- Lack of vibrancy and walkability in streetscape
- Appeared “cookie-cutter” in its design

Images that received ratings that indicated **low levels of preference** reflected the following characteristics:

- Plain, flat building facades
- Little relationship between building and streetscape
- No vibrancy in streetscape (i.e. lack of landscaping, pedestrian amenities, not aesthetically appealing, etc.)

The following pages show the visual preference survey results for each image.