WEST CONCORD DESIGN GUIDELINES

Building, Infrastructure and General Appearance

July 2011

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1.0 GENERAL PROVISIONS

1.1 Background

West Concord established its identity as a separate village and developed its predominant architectural character between the mid-1870s and the 1920s. This architectural character is defined by those styles popular in the late 19th and early 20th centuries—Queen Anne, Shingle, Italianate, and Colonial Revival—as well as the more vernacular forms of these styles used in the commercial construction which developed along Commonwealth Avenue and Main Street, directly surrounding the train depot built in 1893 to serve the growing population. Just beyond these commercial thoroughfares, in close proximity to the transportation hub, are the 19th and early 20th century mills, storehouses, and industries which drove the fortunes of this community. Less formal than the typical village center, their structures are defined more by their similarities in materials, scale and orientation than by a common architectural style or design. This combination of elements gives West Concord an architectural character unique to this area of town which its residents value and are eager to retain.

The **West Concord Task Force** was established in 2008 to develop recommendations on how best to address issues facing West Concord. One of their first directives was to begin work on how best to implement the recommendations made in Concord's **Village Centers Study**. This document was completed in 2007 under the direction of the Planning Board and drew both from information and goals expressed in existing planning documents as well as from input received from local residents. As developing design guidelines and a process for their review is the first recommendation made for the West Concord Village, work on this document was one of the first tasks undertaken in 2008.

Design guidelines were also recommended in prior Town reports and studies, dating back to the 1987 Long Range Plan, the 1994 West Concord Study Committee Report, and the 2005 Comprehensive Long Range Plan. Preparation of the first draft of the guidelines was initiated by Town Planning staff that relied upon the narrative history of West Concord prepared by Anne McCarthy Forbes, the 2001 Historic Resources Masterplan, the Historic Districts Design Guidelines, the research done to create the Church Street Historic District as well as other guidelines developed by communities in the Commonwealth of Massachusetts. Most recently, these design guidelines and standards were considered in preparing the 2010 **West Concord Village Master Plan**.

1.2 The Existing Architectural Landscape

West Concord's diversity of architectural styles and building types can present a challenge when trying to apply specific design guidelines. The area encompassed by these design guidelines is relatively compact; however, it includes both commercial and industrial areas which have decidedly different architectural and development patterns driven by historic land uses. Because both of these areas contribute to the unique character of West Concord, these design guidelines have been structured to include general suggestions for West Concord as a whole and specific recommendations for both existing structures and new construction in each of the commercial and industrial areas. These areas are defined as follows:

Business District - This area is located along Main Street and Commonwealth Avenue where the majority of West Concord's commercial shops and restaurants are located (the West Concord Village District and the West Concord Business District as provided in the Concord Zoning Bylaw). The buildings in this area are typically late nineteenth and early twentieth century buildings that were built directly along the sidewalk to encourage window shopping and the easy display of goods. These buildings have been designed to promote pedestrian interest and accommodate pedestrian access, often incorporating visually interesting architectural details and trim.

Industrial District – Found in three distinct areas of West Concord on Beharrell Street, Bradford Street and Winthrop Street, West Concord's industrial buildings were designed to accommodate the manufacturing and transportation needs of the products produced within them. The focus of these industrial buildings is almost the opposite of the nearby commercial buildings. Pedestrian entrances are downplayed and often located on the side of a building with little or no detail to announce their presence. Buildings were organized around small courtyards or along the railroad tracks, which provided exterior space for loading and unloading materials, products and other industrial needs. These buildings are generally well-spaced and surrounded by open space, both paved and unpaved, providing the feel of a campus-style development which is unique in West Concord.

Simpler and utilitarian in design, buildings in these industrial areas have fewer architectural details and trim than the Business District commercial buildings. These industrial buildings are valued for their contribution to the history and landscape of West Concord, in particular the 19th century mill buildings along

Bradford Street which are iconic examples of New England mill buildings with a definite architectural design.

Any proposed new construction should be designed to be relevant to its surroundings and respectful of the past; however, many have acknowledged that West Concord cannot maintain its varied and diversified nature unless it continues to foster new growth and ideas. More latitude in design, style and material is recommended for new construction in areas of all Districts as detailed throughout these Design Guidelines.

1.3 Purpose

The purpose of the West Concord Village Center Design Guidelines to encourage property owners, merchants, and residents to recognize, enhance, protect and promote West Concord Village's distinctive character and identity by providing guidance about renovations or redevelopment of buildings and sites before applications are submitted to the Town for approval of a site plan or special permit. West Concord Village is a community with a unique history and with physical qualities and characteristics that can be reinforced by planning and improvements that are specific and appropriate to this place. These guidelines seek to improve the village "experience" for residents, customers, employees and others by encouraging renovations and improvements that will create a unique and attractive image for each business while respecting the original design qualities of existing buildings as well as providing for open space and visual amenities. While high design standards and creativity are valued goals, the guidelines are intended to also encourage solutions which achieve these goals affordably so that local business and property owners are benefited rather than burdened.

These design guidelines are intended to provide a framework for property owners to use when making needed updates and alterations to their properties which respect and maintain those characteristics that make West Concord unique; they are not intended to prohibit new development. This framework is applicable to both existing structures and new construction, as well as to West Concord's waterways, streets, plantings, parking facilities and other distinctive features. Property owners are encouraged to preserve existing structures that are consistent with the Village's "Period of Significance" (1880s to 1920s) whenever possible and to restore and retain original architectural features of buildings from this era. Where the existing structure was built in the later 20th century or has been significantly altered over the years, there can be greater flexibility in making major changes or alterations.

New development and redevelopment is certain to occur in West Concord as property owners change and businesses come and go. There are several large, under-utilized parcels in West Concord that have great potential for change within the existing zoning. At a minimum, any improvements or renovations must be compatible with applicable zoning and building codes, must satisfy permit requirements, and must conform to any other regulatory restrictions (such as the Wetlands Protection Act or sewer capacity issues). By referring to these guidelines as part of the planning and design process, it is hoped that property owners can identify more creative solutions for their renovation or development projects which not only maintain West Concord's Village character but enhance it.

Lastly, it should be noted that many of the potential changes discussed below will require a building permit at a minimum and may also require further review and approval from the Planning Board or Zoning Board of Appeals. Property owners are advised to consult with the relevant Town Departments (Building, Planning, Public Works, etc.) at the start of their project to identify any potential questions or concerns. Property owners are also encouraged to consult with professional architects, contractors, green design consultants and sustainable energy programs when considering any significant changes or new construction.

1.4 Implementation

These guidelines are intended to complement the ***2010 West Concord Village Center Master Plan*** by encouraging high quality building design which improves the aesthetic character of the Business and Industrial Districts, to allow diversity of building design compatible with traditional development patterns and architectural styles, to minimize conflicts between residential and commercial/industrial uses, and to provide guidance in the development of infrastructure and open spaces. In keeping with the intent of the Town of Concord Zoning Bylaw as applied to the West Concord Business District and the West Concord Industrial District, the review procedures are intended to:

- Enhance the Village's cultural, economic and architectural characteristics by providing for a preliminary review of changes in land use, the appearance of structures and the appearance of sites which may affect these attributes;

- Enhance the social and economic viability of the Village by enhancing property values and promoting the attractiveness of the area as a place to live, work and play;

- Encourage conservation of specific buildings and groups of buildings that have aesthetic or historic significance;
- Protect and expand opportunities for entrepreneurial and small independent commercial and light industrial businesses that primarily serve the surrounding neighborhoods and towns;
- Encourage flexibility and variety in future development while ensuring high quality in both the materials and appearance of new buildings;
- Create a high quality public realm with a framework of public streetscapes and open spaces, as well as a roadway network that reinforces and enhances the traditional development patterns of this small village; and
- Enhance intermodal access, safety and connectivity as well as waterfront access and activity.

1.5 Applicability

The Concord Planning Board adopted the West Concord Design Guidelines in January 2011 in accordance with MGL Chapter 40A to supplement the development review process. These Design Guidelines are intended to be used by the Planning Board for all eligible development projects under Zoning Bylaw Section 11.8 Site Plan Review.

West Concord property owners are strongly encouraged to use the Design Guidelines when planning and designing potential renovations or redevelopments of their properties. Any significant change to an existing building or property will likely require a special permit and site plan review from the Planning Board or the Zoning Board of Appeals. Town staff will review preliminary plans and applications for compliance with Concord's Zoning Bylaw and consistency with these Design Guidelines; providing an assessment to the applicant concerning the conformance of the proposed site plan with the Design Guidelines and Zoning Bylaw prior to submitting a formal application. Once a formal application is submitted, Town staff will review the plans and prepare a report with recommendations for the Planning Board's and/or Board of Appeals' consideration.

The Planning Board and Zoning Board of Appeals will take these Design Guidelines into consideration when reviewing applications for potential developments within the West Concord Village District, West Concord Business District and West Concord Industrial District. These Boards are required to consider the following when reviewing an application for a special permit, and must determine that any adverse effects of the proposed use will not outweigh the beneficial impacts to the public interest, the Town and the neighborhood, in view of the particular characteristics of the site:

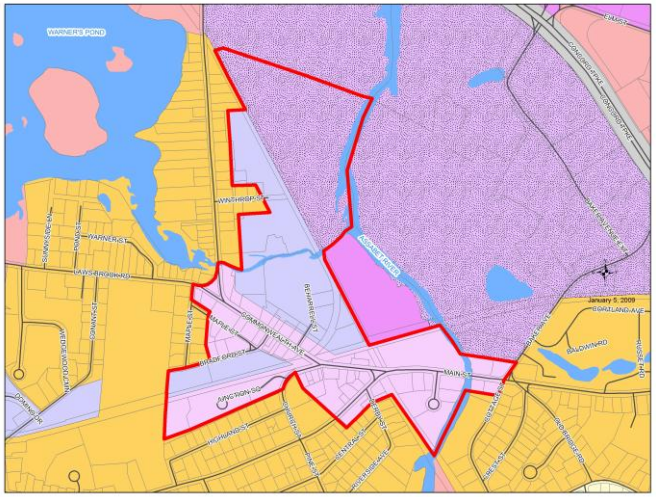
- Impacts on economic or community needs;
- Traffic flow and safety concerns, including parking, loading, and non motor vehicle traffic;
- Adequacy of utilities and other public services;
- Impacts on neighborhood character;
- Impacts on the natural environment; and,
- Fiscal impacts, including impacts on town services, the tax base and employment.

In addition, when **Site Plan Review** is required (which is the case whenever there is an increase in the amount of pavement, a change in parking or access locations, a change in parking requirements, or more than 500 square feet of building proposed), the Boards are required to evaluate a site plan using the following criteria for all uses (except educational, religious or child care facility) as excerpted from the Concord Zoning Bylaw Section 11.8:

- Protection of adjoining premises against seriously detrimental uses by provision for surface water drainage, sound and sight buffers, and preservation of views, light and air;
- Convenience and safety of vehicular and pedestrian movement within the site, the location of driveway openings in relation to traffic or to adjacent streets and, when necessary, compliance with other regulations for the handicapped, minors and the elderly;
- Adequacy of the methods of disposal of refuse and other wastes resulting from the uses permitted on the site;
- Adequacy of the arrangement of parking and loading spaces in relation to the proposed uses of the premises;
- Adequacy of the method of exterior lighting for convenience, safety and security within the site and for protection of neighboring properties, roadways and the night sky;
- Relationship of structures and open spaces to the natural landscape, existing buildings and other community assets in the area and compliance with other requirements of this Bylaw; and,

- Impact on the Town's resources including the effect of the Town's water supply and distribution system, sewage collection and treatment, fire protection, and streets.

For the purposes of these Design Guidelines, "West Concord" has been defined as the land zoned for commercial and industrial uses as defined in the Concord Zoning Bylaw as the "West Concord Village District", the "West Concord Business District", and the "West Concord Industrial District". Below is a map of the included area which is outlined in red.



1.6 How to Use the Design Guidelines

The following guidelines are advisory and provided in order to educate planners, design consultants, developers and Town staff about the design objectives of West Concord's Business and Industrial Districts. These guidelines are to be used in conjunction with all other sections of the Site Plan Regulations, Subdivision Regulations and Zoning Bylaw. In this version of the West Concord Village Design Guidelines, provisions are not mandatory but are recommendations to be used by the Town and developers in guiding new construction and the significant alternation of existing buildings. At some point in the future, the Town may decide to adopt the provisions of this document, or portions thereof, into the Zoning Bylaws establishing certain design standards for the West Concord Business District and West Concord Industrial District.

1.7 General Design Review Principles

The design principles described in these guidelines are intended to guide the applicant in the development of site and building designs and the Planning Board and Town Staff in their review of potential alterations. These principles and guidelines shall not be regarded as inflexible requirements and they are not intended to discourage creativity, invention or innovation. The Planning Board is specifically precluded from mandating any official, aesthetic style for West Concord's Business District or Industrial District, or from imposing the style of any particular historical period. The following design review principles may apply to all actions reviewable under these guidelines:

- All buildings, structures and sites should be recognized as products of their own time. Alterations that have no historical basis and that seek to create an earlier appearance shall be discouraged.

- Stylistic features distinctive to the architecture of a specific building, structure or landscape, or examples of skilled craft which characterize a building, structure or site should be conserved or preserved where feasible and appropriate, and may be considered for use as the basis for the design of additions. Their removal or alteration should be avoided whenever possible.

- Contemporary design for new structures or sites, alterations or additions to existing properties should not be discouraged when such new developments, alterations or additions do not destroy significant historical, architectural or cultural material, and when such design is compatible with the design character of the surrounding environment.

- The design of alterations and additions should, where reasonable and appropriate, strive to improve the quality, appearance and usability of existing buildings, structure and sites.

1.8 Zoning Bylaw Reference

The West Concord Business District and the West Concord Industrial District were established by vote of Concord's 2010 Annual Town Meeting. The West Concord Village District was established by vote of the 2011 Annual Town Meeting. The various uses allowed in each district, dimensional regulations and site plan criteria are found in the Concord Zoning Bylaw. All property owners and developers should refer to the Concord Zoning Bylaw for further

information on allowed uses, building and site plan requirements before implementing any changes to existing buildings or sites.

1.9 Illustrations

Illustrations contained in this document are intended to demonstrate the existing and potential character of development within the West Concord's Business and Industrial Districts and are for instructive purposes only. All illustrations are on file with the Town of Concord's Department of Planning & Land Management.

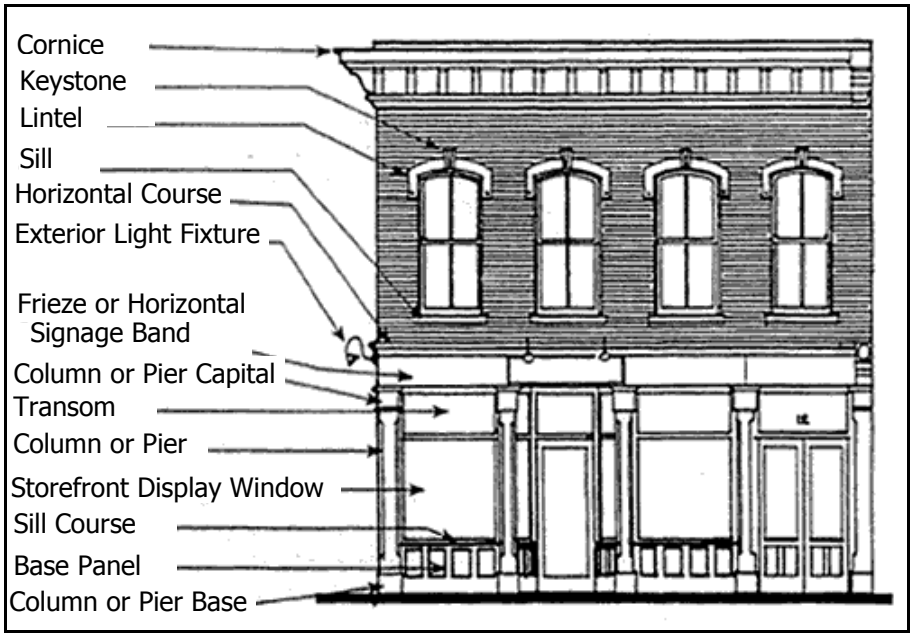
1.10 References and Resources

These Design Guidelines are based on the application of traditional small urban village design conventions. More specifically, these conventions are derived from a number of sources in planning literature. The list below is not exclusive; additional texts and illustrations may be used for reference and the list may be updated periodically. Applications for development in West Concord's Business District and/or Industrial District are not required to comply with the design specifics of the recommended texts and illustrations; the texts and illustrations are for reference and guidance only.

- West Concord Village Commercial and Industrial Design Guidelines, Draft, October, 2009. Prepared by the Town of Concord Department of Planning and Land Management.
- The Smart Code, Version 9.2, Prepared by Duany, Plater-Zyberk & Company.
- Peter Katz, The New Urbanism: Toward Architecture of Community, McGraw-Hill, Inc., 1994.
- Charles George Ramsey, AIA Graphic Standards, 10th ed., John Wiley & Sons, Inc., 2000.
- Andres Duany et al., The Lexicon of the New Urbanism, Congress for the New Urbanism.
- Barton-Aschman Associates, Shared Parking, Urban Land Institute.
- American Planning Association, Planning and Urban Design Standards, John Wiley & Sons, Inc. 2005.
- Residential Development Guidelines for Traditional Neighborhoods, Preliminary Edition, Division of Planning and Development, Lowell, MA.
- Design Guidelines Manual – Downtown Northampton Central Business District, Prepared by Walter Cudnohufsky for the City of Northampton, MA., 1999.
- City of Sarasota Downtown Redevelopment Plan and Form-Based Codes – Prepared by Duany, Plater-Zyberk & Company.
- The Urban Design Handbook, Urban Design Associates, W.W. Norton & Company, 2003.
- The Architectural Pattern Book, Urban Design Associates, W.W. Norton & Company, 2004.
- Historic Districts Guidelines, Concord Historic Districts Commission, 2000.
- U.S. Green Building Council Leadership in Energy and Environmental Design (LEED) Green Building Rating System (www.usgbc.org)
- International Dark-Sky Association (www.darksky.org): A non-profit member organization that teaches others how to preserve the night sky through factsheets, law references, pictures, and web resources.

2.0 DEFINITIONS AND TERMS

Capitalized terms not otherwise defined in these Design Guidelines shall have the meanings ascribed to such terms in the Town of Concord Zoning Bylaw. All terms used in these Design Guidelines that are defined in the Bylaw shall have the meanings ascribed to such terms in the Bylaw.



The Anatomy of a Building Façade

APPURTENANCES: Architectural features added to the main body of a building, including awnings, marquees, balconies, turrets, cupolas, colonnades, arcades, spires, belfries, dormers and chimneys.

BALUSTER: A short vertical member used to support a railing or coping.

BALUSTRADE: A railing together with its supporting balusters or posts, often used at the front of a parapet.

BELFRY: A tower attached to a building that rises above the roof, in which bells are hung.

BLANK (BUILDING) WALL: A side of a building lacking any windows or architectural features.

BUILDING FRONTAGE: The vertical side of a building that faces the lot's frontage and is built to the setback.

BUSINESS SIGN: A sign setting forth the name of the building occupant(s) or indicating the use of the building.

CAP: The protective top layer of a brick structure exposed to weather from above.

CHIMNEY: A vertical structure that rises above the roof of a building and contains the passage through which smoke and gases escape from a fire or furnace.

CIVIC BUILDING: A building used primarily for general public purposes. Uses may include Educational Use, Government Offices, Religious Use, cultural performances, gatherings and displays administered by non-profit cultural, educational, governmental, community service and religious organizations.

COLONNADE: A roofed structure, extending over the sidewalk and open to the street except for supporting columns or piers.

CORNICE: A projecting horizontal decorative molding along the top of a wall or building.

CUPOLA: A domelike structure surmounting a roof or dome, often used as a lookout or to admit light and air. Cupolas are often used to create a visual focal point.

CURB RADIUS: The curved edge of street paving at an intersection used to describe the sharpness of a corner.

EXPRESSION LINE: A horizontal line, the full length of a façade, expressed by a material change or by a continuous projection, such as a molding or cornice. Expression lines delineate the transition between the floor levels.

FREESTANDING BRICK PIER: A pillar of brickwork not connected to a wall.

GARDEN WALL: A freestanding wall along the property line dividing private areas from streets, alleys and or adjacent lots. Garden walls sometimes occur within private yards.

GROCERY STORE: A type of retail store primarily devoted to the sale of food products for home preparation and consumption, home care products and personal care products or some combination thereof. The public retail area of a grocery store shall not occupy more than 5,000 square feet and is defined as that interior area of the retail store devoted to display and sales and exclusive of rooms for storage, offices, restrooms, employee break rooms and utility rooms.

HEADER: The horizontal member spanning the top of an opening.

LARGE FOOTPRINT BUILDING: Any building that has a footprint area equal to or greater than 20,000 square feet.

LINER BUILDING: A functional building built in front of Structured Parking, Movie/Playhouse, Theater, Grocery Store, Anchor Retail building or other Large Footprint Buildings to conceal large expanses of blank wall area and to front the street with a façade that has doors and windows opening onto the sidewalk.

LINTEL: A horizontal structural beam that spans an opening, such as between the posts of a door or window or between two columns or piers.

MARQUEE: A permanently roofed architectural projection, the sides of which are vertical and are intended for the display of signs and which is supported entirely from an exterior wall of a building.

MULLION: Wood or metal that separate and hold in place the panes of a window.

MUNTIN: A strip of wood or metal separating and holding panes of glass in a window.

OPEN SPACE: Parks, squares, plazas, golf courses and other land used for passive or active recreational, conservation or civic use.

PARAPET: A low wall at the edge of a roof, terrace, or balcony.

PILASTER: An upright, rectangular element of a building that projects slightly from a wall or surface to resemble a flat column. A pilaster is non-structural and may or may not conform to one of the classical orders in design.

PRIMARY ACCESS: The main entry point of a building.

PRINCIPAL FAÇADE (For the purpose of placing buildings along setbacks): The front plane of a building not including stoops, porches, or other appurtenances.

REVEAL: The horizontal distance between a window or door opening and the exterior façade, measured from the dominant building surface to the window or door frame.

SECONDARY ACCESS: Entry points of buildings which are not the Primary Access.

SHARED PARKING: A system of parking areas shared by multiple users, where each user has peak parking demands at different times within a 24 hour period or within a weekly or other relevant period, thereby allowing some parking spaces to be shared.

SILL: The horizontal member at the base of a window opening.

SPIRE: A vertical structure attached to a building that rises above the roof and tapers to a point.

STEPBACK: the portion of the building or structure (typically determined by height or story) which is stepped back a minimum distance from the exterior face of such building or structure which faces a street.

STOOP: A small platform and entrance stairway at a building entrance, commonly covered by a secondary roof or awning.

STOREFRONT: The portion of a building at the first story that is made available for retail use.

TURRET: A small tower or tower-shaped projection on a building used to create a visual focal point.

WATER TABLE: The horizontal reveal marking the height of the first finished floor level in masonry construction.

3.0 GENERAL PROVISIONS FOR ALL DEVELOPMENT

3.1 Background and General Purpose

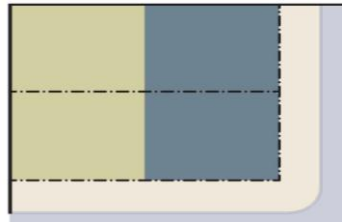
How a building presents itself—its distance from the street and sidewalk and its relationship to surrounding buildings—plays a significant role in determining whether a building will fit into the existing streetscape and become part of its overall character, or whether it will stick out as an obvious later addition which overlooked the surrounding neighborhood. In West Concord Village, buildings in the **Business District** (primarily fronting on Main Street and Commonwealth Avenue) are primarily oriented toward the sidewalk and street at a minimum distance from one another to promote pedestrian access and interest for potential customers. New construction in these areas should maintain this existing development pattern and relationship with adjacent streets and surrounding structures.

While West Concord's Business District has a very specific and straightforward layout, its **Industrial District** does not. Buildings in these areas have a less homogenous orientation - some sit directly on the roadway, while others are set farther back. In West Concord's Industrial District, the space is defined by the different groupings of the buildings and how they interact with one another. More flexibility can be given to new construction in these areas but retaining its existing pattern of an open setting with grouped buildings is strongly encouraged.

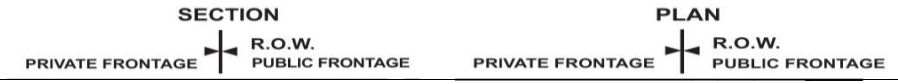
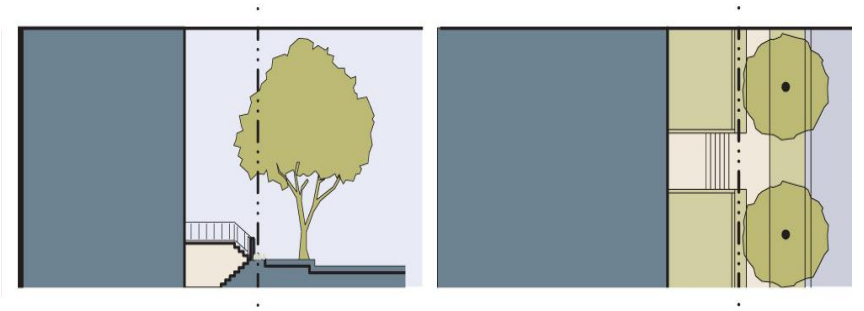
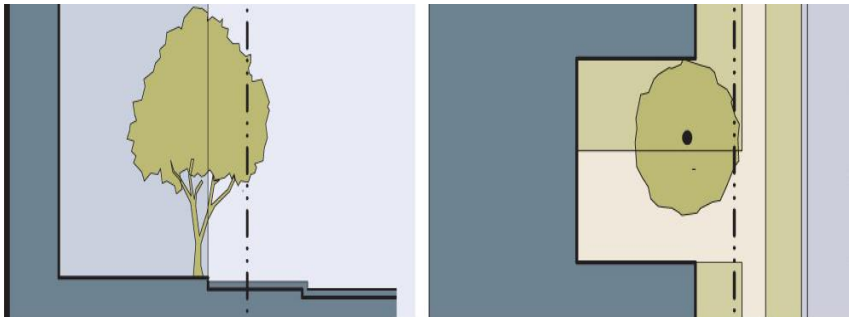
The provisions of this section apply to all new and existing buildings, open spaces and streets located in the West Concord Business District and the West Concord Industrial District. The goal of this section is to create high quality public spaces within the community. Buildings, open spaces and streets should also use materials that are appropriate to local climate and use. Building forms and design should be appropriate to the intended use.

3.2 Building Lots, Yards, Frontages and Relationship to the Street

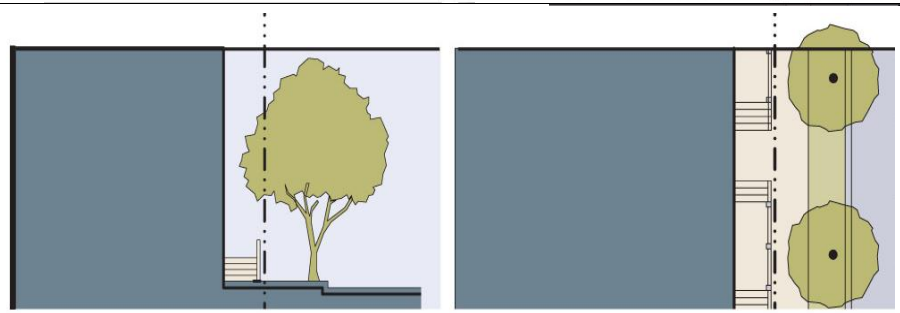
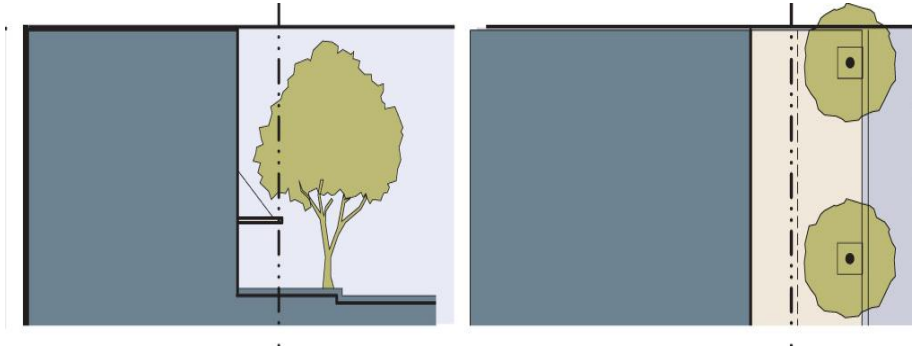
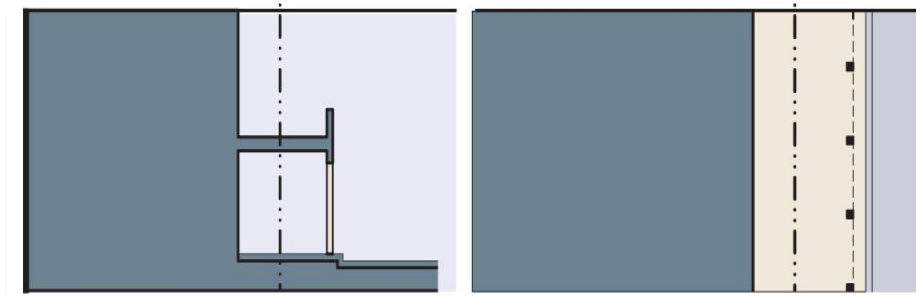
3.2.1 Private Building Placement Alternatives

GUIDELINE	**General Guideline:** The placement of new buildings or structures in relation to the lot and the street should consider traditional and contemporary local examples that reflect the traditional land use patterns of the community.	
3.2.1.A	**Sideyard Placement Alternative -** The building occupies one side of the lot oriented toward the street with the setback on the other side. The visual opening of the side yard on the street frontage causes this building type to appear freestanding. A shallow frontage setback defines a more urban condition. This type permits systematic climatic orientation in response to the sun or the wind. On-site parking is located to the side or rear of the primary building.	
3.2.1.B	**Full Frontage Placement Alternative -** The building occupies the full frontage, leaving the rear of the lot as the sole yard. This is an urban type as the continuous façade steadily defines the public street. The rear elevations may be articulated for functional purposes. In its residential form, this type is the rowhouse or townhouse. The rear yard can accommodate on-site parking and open space.	

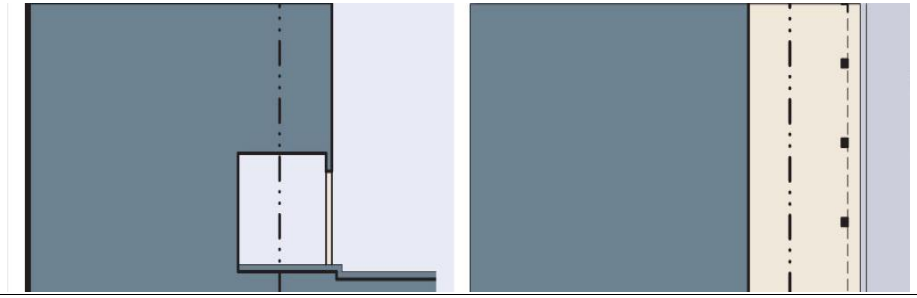
3.2.1 Private Building Placement Alternatives		
GUIDELINE	**General Guideline:** The placement of new buildings or structures in relation to the lot and the street should consider traditional and contemporary local examples that reflect the traditional land use patterns of the community.	
3.2.1.C	**Courtyard Placement Alternative -** The building occupies the boundaries of its lot while internally defining one or more private patios. Because of its ability to accommodate incompatible activities, masking them from all sides, it is recommended for artist's workshops, lodging and schools. The high security provided by the continuous enclosure is useful for village areas.	

3.2.2 Private Frontage Alternatives		
GUIDELINE	**General Guideline**: Private frontage treatments should relate to and compliment the adjacent public frontage.	
3.2.2.A	**Terrace or Light Court Alternative -** The frontage wherein the façade is set back from the frontage or setback line by an elevated terrace or a sunken light court. This type buffers residential use from village sidewalks and removes the private yard from public encroachment. The terrace is suitable for conversion to outdoor cafes. This frontage type is typically used in rowhouse and townhouse applications but can be suitable in certain forms of commercial uses.	
3.2.2.B	**Forecourt Alternative -** The frontage wherein a portion of the façade is close to the frontage or setback line and the central portion is set back. The forecourt created is suitable for patio use or vehicular drop-offs most commonly associated with civic, lodging and assisted living uses.	

3.2.2 Private Frontage Alternatives

GUIDELINE	**General Guideline**: Private frontage treatments should relate to and compliment the adjacent public frontage.	
3.2.2.C	**Stoop Alternative -** The frontage wherein the façade is aligned close to the frontage or setback line with the first story elevated from the sidewalk sufficiently to secure privacy for the windows. The entrance is usually an exterior stair and landing. This type is recommended for ground-floor residential use such as in rowhouse or townhouse development.	
3.2.2.D	**Storefront & Awning Alternative -** The frontage wherein the façade is aligned close to the frontage or setback line with the building entrance at sidewalk grade. This type is conventional for retail and restaurant use. The sidewalk may be used for accessory uses such as outdoor dining, and an awning should overlap the sidewalk in the private frontage area and a portion of the public frontage. For further information on Storefronts, see Section 4.6.3 *Retail Storefront Design and Street-Level Treatments.* For further information on Awnings, see Section 4.6.2 *Awnings and Canopies.*	
3.2.2.E	**Gallery Alternative -** The frontage wherein the façade is aligned close to the frontage line with an attached cantilevered shed or a lightweight colonnade overlapping the public sidewalk. This is conventional for retail use. The gallery should be no less than 10 feet wide and may overlap the public sidewalk to within 2 feet of the curb.	

3.2.2 Private Frontage Alternatives

GUIDELINE	**General Guideline**: Private frontage treatments should relate to and compliment the adjacent public frontage.	
3.2.2.F	**Arcade Alternative -** A frontage wherein the façade is a colonnade that overlaps the sidewalk, while the façade at sidewalk level remains at the frontage line. This type is conventional for retail use. The arcade should be no less than 12 feet wide and may overlap the whole width of the public sidewalk to within 2 feet of the curb.	

Source: SmartCode, Version 9.0 by Duany Plater-Zyberk & Company, Inc.

3.2.3 Private Front Yard Setback and Use Alternatives

GUIDELINE	**General Guideline:** Property setbacks are the minimum distance from the front, side or rear property line which a building is required to be placed as defined under Section 3 - Dimensional Regulations of the Town of Concord Zoning Bylaw. New Structures should be located in complementary relationship to the surrounding existing structures and the streetscape.	
3.2.3.A	**Front Yard Setbacks/Commercial and Mixed Use Buildings** - New construction or additions should, at a minimum, meet the zoning requirements of the property, but property owners are strongly encouraged to also relate the placement of the building to its surroundings including existing, adjacent structures. New structures in the Business District should be constructed at a distance of not more than 5 feet in front of or behind the existing setbacks of adjacent buildings. In cases where the developing lot(s) are adjacent to a building which has a significantly greater setback than other buildings on the street, the new buildings should be located in compatible relationships to the lesser setback structures.	
3.2.3.B	**Front Yards Uses/Commercial and Mixed Use Buildings -** Commercial buildings should be directly located on the sidewalk at a minimum distance from one another. However, additional interest in the streetscape can be provided through the use of moderate setbacks which allow front and/or side yards to be built out with gardens and/or outdoor seating. These street-level areas should be accessible to the public and serve a public benefit. Such areas should not form more than 10% of total frontage in any block nor more than forty (40) contiguous feet of frontage. Their goal should be to form welcoming public spaces with gardens, benches, café seating, or equivalent public amenities, and with no more than 10% of front yard space dedicated to street furnishings such as bicycle racks. Front-yard spaces consisting primarily of lawn and walkway are not considered to be in keeping with these design guidelines. For further information on Street Furniture, See Section 9.1.3 *Street Furnishing*.	

3.2.3 Private Front Yard Setback and Use Alternatives	
GUIDELINE	**General Guideline:** Property setbacks are the minimum distance from the front, side or rear property line which a building is required to be placed as defined under Section 3 - Dimensional Regulations of the Town of Concord Zoning Bylaw. New Structures should be located in complementary relationship to the surrounding existing structures and the streetscape.
3.2.3.C	**Front Yard Setbacks/Industrial Buildings -** In the Industrial District, or in cases where the developi lot(s) are adjacent to a building which has a significantly greater setback than other buildings on the st a new building should be located in compatible relationship to the lesser setback structure(s). A zero setback may be appropriate in some Industrial areas, but would be out of context with the surrounding buildings in others. Property owners should carefully consider the buildings immediately adjacent to their proposed site and consider the guidelines outlined above before choosing the building's location. 
3.2.3.D	**Front Yards Use/Industrial Buildings -** West Concord's Industrial buildings were designed to be centered more on vehicular than pedestrian access. As the uses of these buildings change, it may be appropriate to consider alterations to existing buildings which orient the front or primary entrance to the street. This should also be considered in the design of new buildings in order to promote a pedestrian friendly environment. New buildings should not present featureless or solid walls to the street which discourages pedestrian use of the area. Where the use of the building remains industrial, though, this guideline may not be applicable. 

3.3 Building and Site Design in the Village Context

New buildings should be designed to be compatible with adjoining structures and the surrounding setting. New construction should also have a complementary impact on public views, natural site features, and the existing built environment. To promote a pedestrian-friendly environment, buildings should be oriented with their front or primary entrance along the street façade. Buildings which present blank, featureless, or solid walls to the street have a closed off, inhospitable appearance which discourages pedestrian use of the area. Buildings which are designed to be centered on vehicular rather than pedestrian access are also discouraged.

Further information on specific building features can be found in Section 4, *Architectural Features and Details*.

3.4 Scale, Massing and Proportion of Buildings

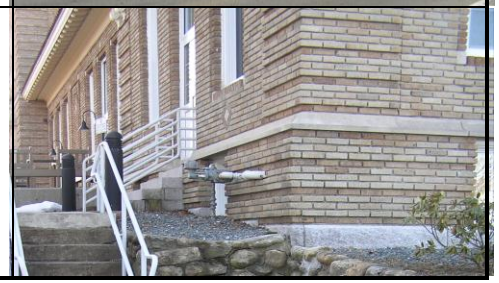
3.4.1 Existing Village Scale

Buildings generally look out of character with their surroundings when their **scale** - the building's size relative to its surroundings and the components of the building - is dramatically out of line with that of adjacent structures. West Concord Village's **Business District** is hardly homogenous in its construction, but its predominantly one to two story structures are all of a human scale which is open and inviting to pedestrians. Where larger structures exist, they typically employ design elements, such as varying roof forms, to better relate to their surroundings. These commercial structures are also most commonly aligned with adjacent buildings in relation to building height, cornice line, storefront dimensions and upper story windows, giving the impression of a unified horizontal streetscape even if the buildings themselves are not.

West Concord's **Industrial District** lacks the unified scheme found in the streetscapes of commercial areas, but even here there is still a relationship between the relative height and size of adjacent buildings which ties the area together. Scale and massing are important elements of all new construction, whether in industrial, commercial or mixed use areas.

Where scale explains the relationship of buildings to one another, **massing** refers to the overall size and orientation of the building itself. As with scale, when the massing of a building is significantly different from that of surrounding structures, the overall effect can be jarring. West Concord's Business District buildings are not only of similar scale, but of similar overall massing, and property owners are encouraged to continue this practice by designing new structures and additions which maintain similar proportions, roof forms, roof pitches and styles to that of their neighbors. West Concord's Industrial District buildings are not all similar in scale, but the individual groupings of buildings tend to have a similarity in overall massing. New construction projects are encouraged to consider how the scale of the building can be broken down by the use of different building forms, or by stepping additional stories in or down, rather than the use of decorative elements which may be out of character with surrounding structures.

3.4.2 Building Scale and Proportions		
GUIDELINE	**General Guideline**: Adjacent buildings should relate in terms of height and size so as to tie an area together. Buildings should also be of a human scale which is open and inviting to pedestrians	
3.4.2.A	**Proportion -** Any features and details such as balconies, decks, covered porches, columns, dormers, turrets, towers, skylights and arches should be in proportion with the building.	
3.4.2.B	**Shape** - The shape of roofs, windows, doors and other design elements should be compatible with the architectural style and character of a building or site, and that of its surroundings.	
3.4.2.C	**Wall Thickness** - Building walls should have perceivable thickness, visual interest and character. A selection of architectural details such as vertical and horizontal recesses and projections, changes in height, floor levels, roof forms, parapets, cornice treatments, belt courses, pilasters, window reveals, forms and color (as appropriate to each site) can create shadows and texture and add to the character of a building.	

3.4.2 Building Scale and Proportions		
GUIDELINE	**General Guideline**: Adjacent buildings should relate in terms of height and size so as to tie an area together. Buildings should also be of a human scale which is open and inviting to pedestrians	
3.4.2.D	**Floor Levels of New Commercial/Mixed Use Buildings** - Floor levels of new commercial and mixed use buildings should be 12 to 14 feet in height and relate to the floor levels of existing adjacent structures where possible.	
3.4.2.E	**Door and Window Openings** - Door and window openings should be proportional to facade length and height. In general: ○ All windows and doors should be of high quality materials and character; ○ Large plate glass windows (except storefront windows) are discouraged unless they are broken with mullions or muntins; ○ Mirrored glass or colored metal panels are not acceptable windows; and, ○ Doorways should be encased with trim. For further information on Doors, see Section 4.3 *Doors and Entrances.* For further information on Windows, see Section 4.4 *Fenestration/Windows*	
3.4.2.F	**Foundations** - Exposed foundation walls (below the first floor elevation) should be concrete (painted and/or stuccoed concrete block system ("C.B.S.")), brick, or natural/ manufactured stone. Foundation walls should have exposures of no more than three (3) feet in height from grade or one (1) foot above the Base Flood Elevation, whichever is less.	

3.4.3 Building Height and Massing		
GUIDELINE	**General Guideline:** The overall size and orientation of the building should be in keeping with its architectural style, adjacent structures and the streetscape in general.	
3.4.3.A	**Front Elevation Height** - All new buildings should be a minimum of two (2) stories or one (1) story with a minimum front elevation of 15 feet above grade. One story buildings should have an attractive vertical storefront elevation or gable end facing the primary street to create the appearance of a taller building.	
3.4.3.B	**Height of New Commercial/Mixed Use Buildings** - The overall height of a new building should be no higher than that of the nearest half-story of the adjacent building, or determined by the average height of the immediately surrounding structures on both sides.	
3.4.3.C	**Massing of New Commercial/Mixed Use Buildings -** New designs should be consistent with the form and massing of neighboring buildings and the directional emphasis of the established streetscape, which, as noted above, is oriented directly to the street and sidewalk.	
3.4.3.D	**Height of New Industrial Buildings** - The larger scale of industrial buildings and the additional spacing between structures may allow for a greater variation in size and height between buildings in this area. However, whenever possible the overall height of a new building should be no higher than that of the nearest half-story of the adjacent building, or determined by the average height of the immediately surrounding structures on both sides. Large structures may take the approach of stepping in their side or rear elevations in order to gradually reach their desired height while still respecting the buildings in their immediate vicinity. Architectural elements should be used to help the new structure visually blend in with surrounding structures.	

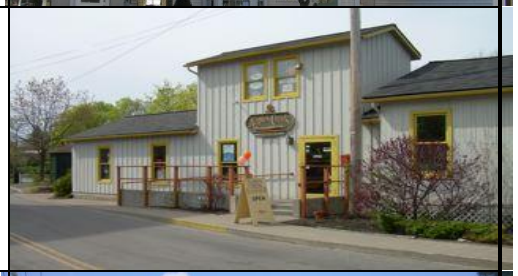
3.4.3 Building Height and Massing		
GUIDELINE	**General Guideline:** The overall size and orientation of the building should be in keeping with its architectural style, adjacent structures and the streetscape in general.	
3.4.3.E	**Massing for New Industrial Buildings** - It is important to consider how a new building will fit in as a group with the surrounding structures in these areas, and to design new structures and additions which maintain similar proportions, roof forms, roof pitches and styles to that of their neighbors. New designs should be consistent with the form and massing of neighboring buildings and the directional emphasis of the established streetscape.	

3.4.4 Building Lines and Rhythm		
GUIDELINE	**General Guideline:** Buildings should be articulated to create interest and variety in the streetscape while still maintaining a consistent architectural style and connection to its surroundings.	
3.4.4.A	**Horizontal Articulation** – The use of facade divisions, such as building jogs, architectural detailing, and changes in surface materials, colors, textures and rooflines, is encouraged. Uninterrupted facades on either the front or sides of the building should not exceed 50% of the building wall, and in no case should exceed forty (40) feet in length. Ground floor facades that face public streets should have arcades, display windows, entry areas, awnings, or other features along no less the 60% of their length. All facades of a building which abut public streets should feature characteristics similar to the primary facade.	
3.4.4.B	**Vertical Articulation** - In order to modulate their scale, multi-story buildings should articulate the base, middle and top, separated by cornices, string cornices, stepbacks or other articulating features. Materials can also be used for this purpose, keeping in mind that traditionally heavier materials (stone, brick, concrete with stucco, etc.) should be located below lighter materials (wood, fiber cement board, siding, etc). This change in material shall occur along a horizontal line, preferably at the floor level. For further information on the use of Building Materials, see Section 4.6.1 *Exterior Materials and Siding*. For further information on Vertical Façade elements, see Section 4.6.3.B *Vertical Façade Variation and Building Walls*	 

3.4.4 Building Lines and Rhythm	
GUIDELINE	**General Guideline:** Buildings should be articulated to create interest and variety in the streetscape while still maintaining a consistent architectural style and connection to its surroundings.
3.4.4.C	**Projections -** Buildings should incorporate interruptions and variety into the wall plane. Examples include but are not limited to offsets, recessed entrances, arcades, covered walkways, awnings and canopies, multipl entrances, roof overhangs, shadow lines, courtyards, and balconies. 
3.4.4.D	**Rhythm** - The proportions and relationships of height to width between windows, doors, signs and other architectural elements should be compatible with the architectural style and character of the building or structure and that of its surrounding streetscape. 
3.4.4.E	**Openings** - Windows and doors should be chosen to be consistent with the architectural design of the building and area. Projecting sills, lintels and/or crowns that define window openings are encouraged. False window mullions should be avoided. All windows (except storefront windows) should be operable and should meet the requirements of the Energy Star Program. For recommended styles and materials for Doors, see Section 4.3 *Doors and Entrances*. For recommended styles and materials on windows, see Section 4.4 *Fenestration and Windows*. 

3.5 Provisions for Altering Existing Structures

In both the **Business District** and the **Industrial District**, the goal of a new addition should be the same - to create additional space or accommodations for modern conveniences while maintaining the original character and design of the existing building. An addition should be designed so that its size, placement, and design is in keeping with the character of the existing building, and does not radically change, obscure, damage, destroy, or render it subordinate to the new addition. In short, additions should be designed to work with, but not be identical to, the existing building. The surrounding streetscape and the scale and massing of the existing building should also be considered in the design of a new addition.

3.5.1 Exterior Renovations, Expansions and Additions		
GUIDELINE	**General Guideline:** Expansions and additions to existing structures should aim to develop a design that embodies the traditional architecture styles and development patterns commonly found in the region. This should be achieved while adhering to the most recent standards for new construction.	
3.5.1.A	**Restoration and Adaptive Reuse -** Accurate restoration of existing detail is encouraged. However, use of historical details on contemporary structures should be included only when appropriate to the overall design. Appropriate adaptive reuse of existing buildings should contribute to the traditional development patterns and setting of the district.	
3.5.1.B	**Compatibility -** Updates, renovations, and expansions of existing buildings should be done in a manner compatible with the design standards for a new building and consistent with the subject building's architectural style.	
3.5.1.C	**Expansions -** Expansions or alterations that include renovations should result in a building that more closely embodies the standards for new construction, i.e. provides modern spaces and conveniences while maintaining the existing character of the area.	
3.5.1.D	**Additions Specific to Existing Business District Buildings** - In general, additions should: ○ Be **subservient** to the original structure; ○ Be **differentiated** from the existing building (i.e., set back from the existing wall plane); ○ Be **in harmony** with the original structure in size, scale, style and materials; ○ Not obstruct the **visual integrity** of the original structure; ○ Set **additional stories** back from the main façades in order to make them as inconspicuous as possible and consistent with West Concord's Business District design; and, ○ Use **dormers** and/or other typical West Concord architectural elements to create additional space or a partial extra story. Such elements can be a useful and easy way to add needed space. Further, by setting any additional stories back from the front façade, the form of the original building is preserved and has ensured that the additional story will not block sunlight from reaching the street**.**	

3.5.1 Exterior Renovations, Expansions and Additions	
GUIDELINE	**General Guideline:** Expansions and additions to existing structures should aim to develop a design that embodies the traditional architecture styles and development patterns commonly found in the region. This should be achieved while adhering to the most recent standards for new construction.
3.5.1.E	**Additions Specific to Existing Industrial Buildings -** Although existing buildings in the Industrial District are quite varied, care must still be given to the location of any additions to ensure that the original building retains its character and prominence. The scale and massing of the existing building should be considered in the design of new additions. In general, additions to existing industrial buildings should: ○ Be **subservient** to the original structure; ○ Be **differentiated** from the existing building (i.e., set back from the existing wall plane); ○ Be **in harmony** with the original structure in size, scale, style and materials; and, ○ Not obstruct the **visual integrity** of the original structure.

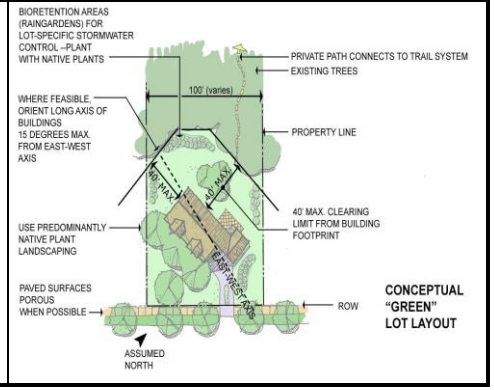
3.6 Green, Sustainable, and Low Impact Design Applications

Property owners in both the commercial and industrial districts are strongly encouraged to incorporate "green" design into both new construction and renovation projects whenever possible. The nature of the existing buildings in West Concord's **Industrial District** may allow for solutions which even showcase or highlight these green solutions in the building's overall design. Opportunities abound for integrating green elements into new structures including not only the more obvious choices such as good insulation, low-flow water fixtures, and fluorescent rather than incandescent lighting, but also the use of LED lighting for exterior signage and capturing rainwater for gardens or underground recharge systems. Bicycle racks and benches can be provided to encourage non-motor vehicle transportation while managed parking agreements can reduce the number of parking spaces needed. Other options include solar panels, small roof-mounted turbines, purple-pipe (grey water) wastewater systems, closed-loop geothermal heating systems, passive solar heating, natural lighting, and much more. Applicants are encouraged to consult with green design professionals and to review these resources at the start of any project.

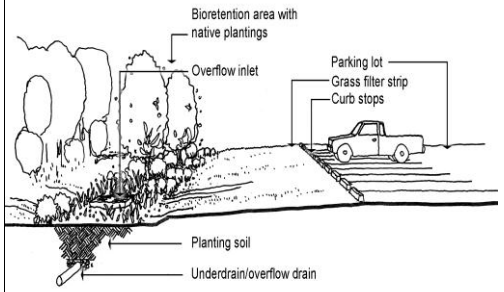
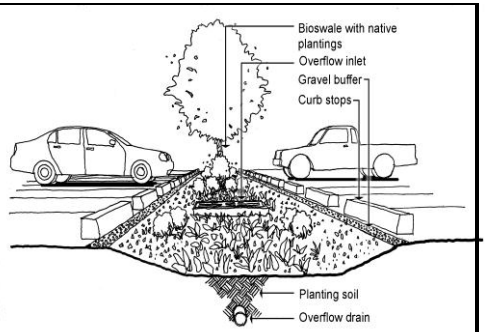
3.6 Green, Sustainable and Low Impact Design Applications	
GUIDELINE	**General Guideline:** All buildings should reflect environmentally responsible design and construction practices as governed by the Energy Star Program. Buildings are also strongly encouraged to be certifiable by the U.S. Green Building Council LEED Rating System.
3.6.A	**Low Impact Development (LID)** - LID Best Management Practices should be used for all driveways, parking and other disturbed areas in order to preserve natural features on the site, reduce impervious surfaces, and utilize the natural features of the site for source control and storm water management. Existing and native materials should be incorporated into the landscape design as much as possible. To minimize water consumption, low water vegetative ground cover (other than turf) should be used.

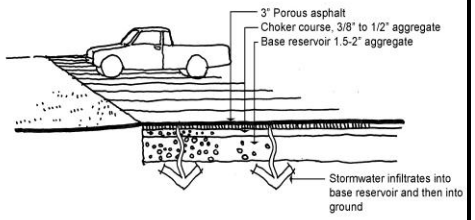
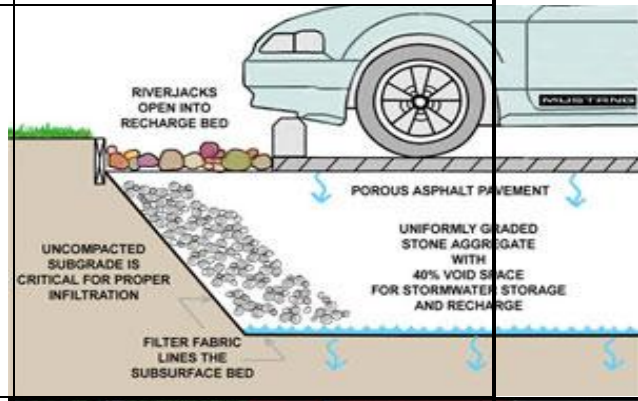
3.6 Green, Sustainable and Low Impact Design Applications

GUIDELINE	**General Guideline:** All buildings should reflect environmentally responsible design and construction practices as governed by the Energy Star Program. Buildings are also strongly encouraged to be certifiable by the U.S. Green Building Council LEED Rating System.
3.6.B	**Building Solar Orientation and Design** - The massing of all buildings should be considerate of solar access to neighboring properties. Examples include: ○ Whenever possible buildings should be of a size and orientation to minimize the occlusion of sunlight on neighboring properties or public spaces such as sidewalks. ○ Windows should be oriented to make the best use of passive solar. ○ The primary roof plane should face as close to solar south as possible, to allow for the installation of solar panels. For this reason, gable roofs and shorter buildings may be more appropriate on the south sides of a street while gable end roofs and taller buildings may be more suited for the north side.
3.6.C	**Green Roofs** - Green Roofs are highly encouraged. To prevent adverse impacts of storm water runoff all roof drains should be recharged into the site with the use of structural and/or non-structural low impact development drainage systems.
3.6.D	**Green Lot Layout** - Low Impact Development (LID) applications should integrate hydrology and storm water management into site design using existing conditions to influence the location and layout of roadways, buildings, and parking areas. Where possible, buildings and roadways should be placed in areas less sensitive to disturbance. The storm water management system design should create a symbiotic relationship between the development and natural hydrology. The attention to natural hydrology and nonstructural stormwater management will also create a more attractive, multifunctional landscape.

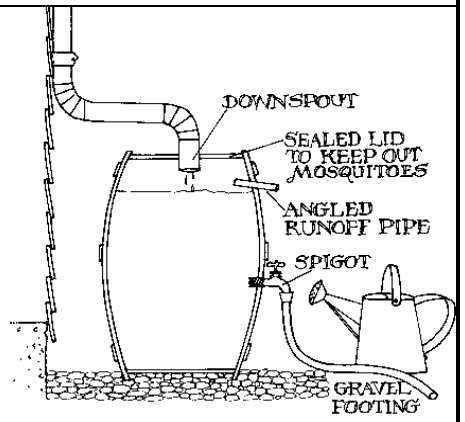
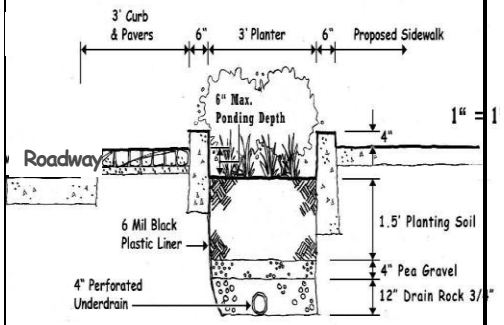


3.6 Green, Sustainable and Low Impact Design Applications

GUIDELINE	**General Guideline:** All buildings should reflect environmentally responsible design and construction practices as governed by the Energy Star Program. Buildings are also strongly encouraged to be certifiable by the U.S. Green Building Council LEED Rating System.	
3.6.E	**Filter Strips and Bioretention** – Filter strips are bands of densely vegetated slopes, designed to reduce water runoff volume and improve water quality prior to entering stormwater drainage basins. Filter strips are typically designed to break up impervious surfaces (such as parking lots) and provide initial stormwater treatment by filtration. They also provide infiltration of water, reducing the overall runoff. Filter strips should be incorporated into roadway and parking lot designs in West Concord Village where appropriate.	 Bioretention
3.6.F	**Vegetated Swales (Bioswales) –** Vegetated swales are broad, shallow channels designed to convey and infiltrate stormwater runoff. The design of swales in West Concord should seek to reduce stormwater volume and improve water quality through infiltration and vegetative filtering, and reduce runoff velocity by increasing flow path lengths and channel roughness.	 Bioswale at Parking Lot
3.6.G	**Bioretention Cells (Rain Gardens) –** Rain gardens, also known as bioretention cells, are vegetated depressions that store and infiltrate runoff. Rain gardens are designed to encourage vegetative uptake of stormwater to reduce runoff volume and pollutant concentrations. A well designed rain garden has an engineered soil, which maximizes infiltration and pollutant removal while avoiding stormwater ponding for longer than 24 hours. Combined with filter strips, bioretention cells are important components of the LID treatment process and should be incorporated into roadway and parking lot designs in West Concord.	

3.6 Green, Sustainable and Low Impact Design Applications		
GUIDELINE	**General Guideline:** All buildings should reflect environmentally responsible design and construction practices as governed by the Energy Star Program. Buildings are also strongly encouraged to be certifiable by the U.S. Green Building Council LEED Rating System.	
3.6.H	**Pervious Pavement** - Permeable paving reduces stormwater runoff volume, velocity and pollutants by allowing water to infiltrate into the sub-surfaces below parking areas. They are generally appropriate for low-traffic parking lots and may be effective in certain areas of the Village Center. They can be incorporated as a hybrid parking lot, which uses conventional paving for driveways and aisles, and permeable paving for parking stalls. Permeable paving may also be appropriate for overflow parking areas, which are generally used only a few weeks out of the year.	 Porous Asphalt Parking
3.6.I	**Subsurface Retention Facilities (Stormwater Vaults)** – Subsurface retention facilities are typically constructed below parking lots (either permeable or impervious) and can be built to any depth to retain, filter, infiltrate, and alter the runoff volume and timing. This practice is well suited to dense urban areas or areas with constraints of open space uses such as in West Concord's Village Center. Subsurface facilities can provide a considerable amount of runoff storage. The water is filtered through the stone aggregate and infiltrates into the ground. An alternative strategy is to construct the subsurface facility with a filtering and pumping mechanism so that collected water can be reused for nonpotable uses such as irrigation or flushing of toilets. Similar techniques include gravel storage galleries, sand filters, infiltration basins, and infiltration trenches (for areas with space constraints).	
3.6.J	**Downspout Redirection** – Building downspouts are often directly connected to centralized sewer or stormwater systems. An LID design alternative is to redirect roof runoff onto pervious surfaces, most commonly a lawn. This simple act reduces the amount of directly connected impervious area in a drainage area.	

3.6 Green, Sustainable and Low Impact Design Applications

GUIDELINE	**General Guideline:** All buildings should reflect environmentally responsible design and construction practices as governed by the Energy Star Program. Buildings are also strongly encouraged to be certifiable by the U.S. Green Building Council LEED Rating System.	
3.6.K	**Rain Barrels/Cisterns** – Rain barrels are placed outside of a building at roof downspouts to collect and store rooftop runoff, which can later be reused for lawn and garden watering.	
3.6.L	**Stormwater Planters** - Runoff from streets can be channeled into street tree wells and landscaping planters to reduce volumes and pollutants reaching the public sewer system while serving to irrigate streetscape vegetation. These LID stormwater structures should be sized to treat the stormwater from frequent, low-intensity storms for water quality and infiltrate into the planting ground. Stormwater planters can be used for public and private streets.	
3.6.M	**Natural Landscaping and Xeriscaping** - Natural resource preservation and Xeriscaping™ can be used to minimize the need for irrigation systems and improve planting longevity. Preserving existing wooded areas, mature trees, and natural terrain can give new developments a premium "mature landscape" appearance and provide residents with additional recreational amenities. Xeriscaping refers to landscaping with plants native to area climate and soil conditions. These plants thrive naturally, requiring less maintenance and irrigation than most hybrid or imported varieties. When selecting plants for the new landscape designs, it is important to have knowledge of the site conditions. Plant materials should be selected for their form, color, and texture, as well as solar, soil, and moisture requirements. Plants that do well in various microclimates on a site are considered "site appropriate." It is also recommended that native plants (vegetation that grows naturally in particular climates or regions) be used because of their performance, site enhancement, and life-cycle cost benefits.	

3.6 Green, Sustainable and Low Impact Design Applications		
GUIDELINE	**General Guideline:** All buildings should reflect environmentally responsible design and construction practices as governed by the Energy Star Program. Buildings are also strongly encouraged to be certifiable by the U.S. Green Building Council LEED Rating System.	
3.6.N	**Solar Powered Lighting and Equipment –** Solar power can be used in West Concord to power low level lighting on private development sites and for public parking collection systems as an alternative to individual meters.	 
3.6.O	**Other Energy Conservation Opportunities** – There are many more opportunities to improve energy efficiency and protect the environment by building green products directly in the design and facilities of new building. Some examples of this include: ○ Green walls and green blocks ○ Increased insulation (i.e., R-26 and triple-glazed windows) ○ Energy Star rated appliances ○ EcoStar Program (shared recycling streams between park tenants) ○ Dual-flush and waterless toilets ○ Ultra-efficient heat and hot water systems ○ Open and simple floor plans (i.e., square and cubes) ○ Improved building air seal (i.e., taped sheathing) ○ Greywater systems ○ Geothermal energy	

4.0 ARCHITECTURAL FEATURES AND DETAILS

4.1 Existing Architectural Characteristics in the Village

Architectural Elements in West Concord's **Business District** include features such as doors, dormers, porches, balconies, bays, and decorative trim (corner boards, brackets, shutters, pediments, columns, railings, etc.) which make a building interesting and memorable. These elements contribute to the building's character and help to define its style. As such, they are important to take into consideration both in designing new construction and when considering possible renovations to an existing building. Existing structures in either district that are consistent with the Village's period of significance should be retained or restored. New alterations should be designed in such a way that they do not damage or hide any original architectural elements. When original elements have been removed or substantially altered, contemporary treatments may be a suitable alternative. However, they should not appear to be of poor quality, of temporary nature, or ill-suited to the area (e.g., vinyl or aluminum siding).

Architectural elements found in West Concord's **Business District** can be divided into three categories: Core Elements that reinforce West Concord's dominant, coherent architectural style (clapboard siding, gable and gable end roofs, dormers, zero setbacks, traditional awnings, etc.); Eclectic Elements that, when used judiciously and in moderation, reinforce West Concord's unusual style (shingle siding, porches, moderate setbacks with "front yards" designed as public space, etc.); and Discouraged Elements that detract from West Concord's style (vinyl and aluminum siding, exposed cinderblock walls, etc.). Property owners are strongly encouraged to consider new and even modern designs when considering new construction, and to draw from the core and eclectic architectural elements as part of its design.

West Concord's eclectic nature is a significant part of its character. So it is important to note at this time that the goal of these Design Guidelines is not to encourage "cookie cutter" copies of existing West Concord building. Whenever possible, the form and features of new buildings should be varied to avoid excessive uniformity. Buildings can be varied in many ways: by the type of siding, roof style, paint color, window and trim style, use of dormers, etc. Rather than having blocks of buildings with identical features, it may be preferable to meld less common elements (which are still within the general architectural style of West Concord's Business District) with some of West Concord's core architectural elements (as listed in the following section) to add diversity and interest to a new structure.

In comparison with West Concord's Business District, West Concord's **Industrial District** uses a very limited vocabulary of architectural elements to differentiate and add character to its buildings. The reason for this is the purpose behind the design of each building type - while Commercial construction is intended to draw attention and consumer interest, Industrial structures are focused on how best to accommodate the products, workers and machinery within the structure. With little or no need to draw the attention of the passing pedestrian, their exterior facades are generally far simpler in design. That is not to say, however, that architectural elements are any less important to an Industrial building than to any other found in West Concord. As with West Concord's Commercial buildings, these elements play a strong part in making West Concord's Industrial District distinctive and in making the area memorable. Because the Industrial District utilizes far fewer architectural elements overall, it is particularly important to take existing ones into consideration both in designing new construction and when considering possible renovations to an existing building.

It is important when considering new construction or significant alterations to buildings in West Concord's **Industrial District** that this difference be noted and maintained. Further, it should be noted that no two buildings (with the exception of Bradford Street's three quintessential nineteenth century mill buildings) are exactly alike, and that adjacent buildings may be radically different in height, form, and exterior cladding. What unites these buildings is their form, use, and placement, and this fact presents property owners with an unusual amount of freedom when considering the exterior cladding and appearance of a new building in this area. These design guidelines are intended to encourage new designs and architectural solutions, as well as to point out suggestions for how these new elements can be introduced to be in harmony with the existing landscape.

4.2 Architectural Styles and Design Quality

The architectural elements defined below are drawn from West Concord's existing Business and Industrial Districts, and so it may be assumed that the recommendations made here apply only to the renovation or restoration of West Concord's current building stock. However, this is far from the case. The suggestions made in this section apply equally to new construction, reconstruction, significant renovations and all other forms of development which may be proposed within West Concord's Business and Industrial Districts. The features discussed below are some of the key elements which have created the Village's unique and diverse character, and any proposed new construction should consider and reference these architectural elements whenever possible. In no way, though, should it be inferred that copying existing buildings is the only, or even preferred, goal of these guidelines. On the contrary, part of West Concord's special character is its variety.

When considering new architectural elements on an existing building, it is important that the new element complement the design, color, texture, and material of the existing elements on the building. Care should also be taken to ensure that new features are in scale with the new structure itself. The same concerns are true for new construction, where architectural elements can add character to the design of the building and help to blend the new structure into an existing streetscape so long as the elements chosen are in harmony with the building and its surroundings. In both cases, architectural salvage yards can be a good source for period architectural elements.

The desired architectural style and vision for new construction should be drawn from the design themes and styles of the region as well as compatible contemporary styles and sustainable design. Current designs should not only reflect but interpret the historic building styles. Standard "stock plan" buildings are unacceptable. The overall style and building proportion should all be consistent. A building's features should accentuate the building as a whole. Windows, doors, porticos, and other openings shall be carefully arranged and configured with respect to the lines of the building. Exterior design considerations shall not be forgone to accommodate internal functions.

4.2 Architectural Styles and Design Qualities	
GUIDELINE	**General Guideline:** Building designs should respect, reflect, reference, adapt and interpret the regional commercial, industrial, and governmental architectural styles. Design details should be consistent with the overall style and proportion of the building design. Contemporary architecture and Green Building Design are encouraged where appropriate.
4.2.A	**General Guidelines Specific to the Business District** - Property owners are highly encouraged to use creativity in the design, placement, and detailing of new structures. Fresh and new designs should be used to discover ways to incorporate contemporary needs into the existing landscape. In summary, the design guidelines are not intended to preserve a homogenous or "historic" village appearance, but to encourage future change and development which both respects the existing structures and adds positively to the community. 
4.2.B	**General Guidelines Specific to the Industrial District** - Part of West Concord's special character is its variety, and nowhere is that more true than in its Industrial District. As the use of these buildings changes from industrial to more service-oriented businesses, fresh ideas and new designs will be needed to incorporate the needs of contemporary customers into the existing landscape. But property owners are also strongly encouraged to use creativity in the design, placement, and detailing of both new additions and new structures. In short, it is the goal of these design guidelines not to preserve the Industrial District "as is" but to encourage future change and development which both respects its existing structures and adds positively to the landscape. 

4.2 Architectural Styles and Design Qualities	
GUIDELINE	**General Guideline:** Building designs should respect, reflect, reference, adapt and interpret the regional commercial, industrial, and governmental architectural styles. Design details should be consistent with the overall style and proportion of the building design. Contemporary architecture and Green Building Design are encouraged where appropriate.
4.2.C	**Formula Business Architecture -** A formula business's building design and site layout should be adapted to complement West Concord's local styles and settings. The renovation and reuse of existing buildings should be the priority whenever feasible. A Formula Business is defined as a type of business activity that maintains a standardized array of services and/or merchandise, name, trademark, logo, service mark, symbol, sign, décor, architecture, layout, uniform, color scheme, menus, or similar standardized features and is substantially the same as seven or more such establishments, regardless of ownership or location. Formula businesses do not include post offices, churches, schools, or government facilities. 

4.3 Doors and Entrances

In West Concord's **Business District**, the main entrance typically faces directly onto the street and is centered on the façade, often with storefront windows on either side. Most typically, the main door will have one or more panes of glass to increase the visibility of the interior, but the style of the door itself can vary depending on the style and period of the building. Contrasting paint colors may also be used to call attention to the door and add character to the front façade. The renovation of existing entrances in this District is always encouraged. As noted above, the entrances to West Concord's existing commercial buildings are an important part of the streetscape and any new buildings should draw from these features.

West Concord's **Industrial District** does not have one typical or common entrance or door type. Each building was constructed with an entrance that met the needs of its specific location or function, and so for many of these buildings, a loading dock or service door will be the most prominent entrance available. As buildings have been renovated or subdivided, pedestrian entrances have become more common and more prominently located. For this reason, renovations of existing entrances may not always be encouraged. While West Concord's Industrial buildings have not traditionally included significant front entrances, it is understood that any new construction in these areas will most likely provide space for retail establishments which will draw on local pedestrian traffic.

4.3 Doors and Entrances	
GUIDELINE	**General Guidelines:** Entrances should be designed to be in keeping with the style of the building while also meeting the specific needs of the building's location and function. Renovations of existing entrances are encouraged.
4.3.A	**Handicapped Accessibility -** Property owners should note that by federal law, new store entrances must be accessible to the physically disabled. Several West Concord businesses have found creative means of installing accessible entrances to their stores which are in keeping with the streetscape and the character of the Village. Each building will have its own unique challenges to providing this access, so it is important for property owners to carefully consider possible options before making permanent changes to original building features. Planning Division staff is available to assist in reviewing potential options. 

4.3 Doors and Entrances		
GUIDELINE	**General Guidelines:** Entrances should be designed to be in keeping with the style of the building while also meeting the specific needs of the building's location and function. Renovations of existing entrances are encouraged.	
4.3.B	**New Entrances -** In general, primary entrances should be clearly marked and designed to provide a sense of welcome and easy passage from exterior to interior. Common styles include: ○ Recessed doorways - Generally encouraged as they provide cover for pedestrians and customers in bad weather and help to identify the location of the store's entrance. They also provide a clear area for out-swinging doors and provide the opportunity for interesting paving patterns, signage, and displays. ○ Side Entrances - When a side entrance is necessary, it should be located as close to the street front as possible. Loading and service entrances should be located on the side or rear of buildings and should be screened from public ways and adjacent properties to the greatest extent possible.	
4.3.C	**New Entrances (Industrial District Only) -** Any new construction is strongly encouraged to develop its street presence by including a centrally located and prominent primary entrance. As with commercial structures, these entrances should be clearly marked and designed to provide a sense of welcome and easy passage from exterior to interior.	
4.3.D	**Renovations of Existing Entrances in the Industrial District -**New or renovated entrances should be designed to be in keeping with the style of the given building and to meet the needs of the businesses within. New pedestrian entrances should be located on the street or most prominent façade of the building, with attention given to how the entrance's design and materials can attract potential customers to the establishment.	

4.3 Doors and Entrances		
GUIDELINE	**General Guidelines:** Entrances should be designed to be in keeping with the style of the building while also meeting the specific needs of the building's location and function. Renovations of existing entrances are encouraged.	
4.3.E	**Fire Escapes (Existing Buildings Only) -** Fire escapes are conspicuous additions to an existing building which can detract from the style and architectural character. However, a second means of egress is a current building code requirement which can be difficult to meet within the interior of an older building, and so in certain circumstances a fire escape may be necessary. As a general rule, every effort should be made to accommodate this access on the interior of the building. When this is not possible, fire escapes should be located on the rear or side façades of a building, or in an area with as little public visibility as possible. If the use of a prominent façade is unavoidable, then the fire escape should be designed to blend in with the building as much as possible. Some industrial structures may be able to accommodate these features as part of the design of their exterior facades, but as a general rule, every effort should be made to locate this access on the interior of the building.	

4.4 Fenestration/Windows

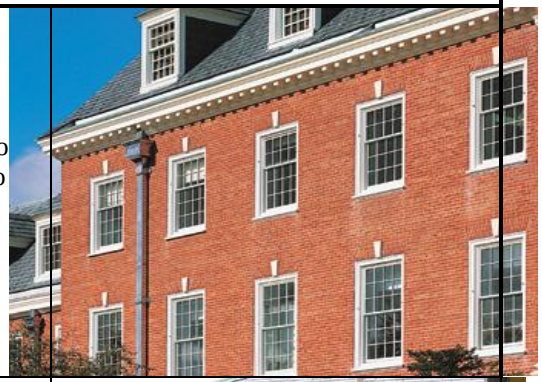
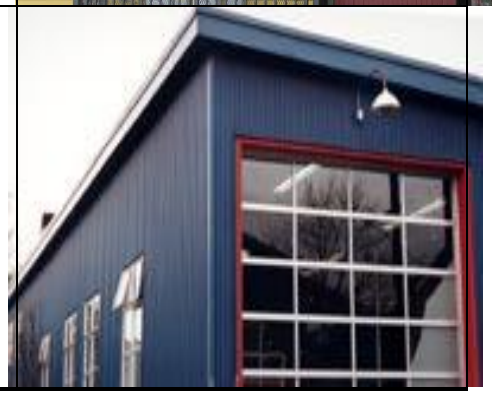
When considering new windows, it is important to look at both the style of the building and the location of the window. While West Concord does not have one typical window form that would be appropriate in every location, there are some general guidelines which apply to the majority of structures within the **Business District**. First floor windows along Commonwealth Avenue and Main Street are most commonly found in storefronts. These windows are generally located on either side of the entrance, usually across the full width of the façade, and are large, single-paned glass panels. Typically these are set above a solid (often wood) panel and reach to the ceiling of the first floor. Second or third floor windows are more typically double hung windows which are in keeping with the style and period of the building. The number of panes in these windows—six-over-six or two-over-two being most common—will depend on the age and style of the building. On some of West Concord's **Industrial District** structures, such as its early mill and residential style buildings, windows are the buildings most significant architectural element and maintaining their form, style and location is essential. Plexiglas and other replacement materials should be avoided and broken or damaged windows should be repaired as soon as possible.

4.4.1 Fenestration/Windows in New Buildings		
GUIDELINE	**General Guideline:** Window openings should be proportional to the façade's length and height. The windows and façade treatment should create a sense of entry into both the building and its major businesses.	
4.4.1.A	**First Story Window Pattern** - All new developments should provide ground floor windows along primary street facades, including windows that allow views into working areas or lobbies, pedestrian entrances, or display windows. Ground floor windows should have a sill no more than four (4) feet above grade. Where interior floor levels prohibit such placement, the sill should be raised to no more than two (2) feet above the finished floor level, with a maximum sill height of six (6) feet above grade.	

4.4.1 Fenestration/Windows in New Buildings		
GUIDELINE	**General Guideline:** Window openings should be proportional to the façade's length and height. The windows and façade treatment should create a sense of entry into both the building and its major businesses.	
4.4.1.B	**Second Story Window Pattern** - Horizontal windows should be avoided in the upper stories of buildings and vertical window openings are preferred. Windows should be adorned with projecting sills, lintel and/or crowns for added definition. Vertical design elements such as mullions, columns, and framing members should be considered to break up large areas of glass.	
4.4.1.C	**Proportion** - Windows should be proportionate to the scale of the building, and their material and style should be consistent with that of the overall building and of surrounding structures.	
4.4.1.D	**Materials** - When choosing a window material with a factory finish, it is important to integrate the color of the frame with the color scheme of the building.	

4.4.1 Fenestration/Windows in New Buildings	
GUIDELINE	**General Guideline:** Window openings should be proportional to the façade's length and height. The windows and façade treatment should create a sense of entry into both the building and its major businesses.
4.4.1.E	**Transparency -** All windows should use clear glass whenever possible in order to increase window transparency. Avoid using reflective or dark tinted glass as these can alienate pedestrians from the business activity inside a storefront and reduce the impact of window displays.

4.4.2 Fenestration/Windows in Existing Buildings	
GUIDELINE	**General Guideline:** Original windows are character defining architectural elements and should be retained whenever possible. Existing windows should be repaired and restored whenever possible.
4.4.2.A	**Window Patterns** - Property owners are encouraged to maintain the existing window pattern in their building. Because windows are a significant factor in how a building is perceived and understood, owners should consider repairing or restoring original windows if possible.
4.2.B	**Storefronts** - Storefronts are the primary first floor window treatments within the Business District. In general, it is important to create sight lines into stores, and so multiple, small-paned windows should be considered only when they are historically appropriate to the building style, or integrate well into the building's overall design. For further information on Storefronts and Window Displays, see Section 4.6.3 *Retail Building Facades and Street-Level Storefront Treatment* and Section 6.3 *Displays*.

4.4.2 Fenestration/Windows in Existing Buildings	
GUIDELINE	**General Guideline:** Original windows are character defining architectural elements and should be retained whenever possible. Existing windows should be repaired and restored whenever possible.
4.4.2.C	**Replacement Windows** - If replacement is the only solution, then new windows should be chosen to match the size, form (double hung sash, casement, etc.) and material of the original windows so as to maintain as much of the original character as possible. 
4.4.2.D	**Opaque Panels** - Property owners should also avoid installing opaque panels (metal, wood, and/or other materials) in place of windows on the front façade of the building. If the interior configuration requires that a ceiling must be lowered below the height of the existing storefront windows, consider providing an interior, full-height space immediately adjacent to the window before the drop in the ceiling. This will allow more light into the storefront and will allow the retention of the larger windows. Where it is necessary to block a window on a side elevation, the property owner may consider leaving the frame of the window in place and filling in the opening with whatever siding is used elsewhere on the building, opaque glazed panels, or other alternative materials. 
4.4.E	**Special Considerations for Existing Industrial Buildings -** Some industrial buildings were constructed with few if any windows, or have windows installed with no obvious pattern or intent. These utilitarian buildings located both door and window openings based on interior needs, and so their placement often has little to do with any specific architectural design for the building. Where the windows were installed with no architectural intent, more leeway can be given to their replacement. Property owners are still encouraged to replace windows with ones of like size and design and in the location of the original window where possible, but changes in material and form may be appropriate in some cases. Plexiglas and other replacement materials should be avoided and broken or damaged windows should be repaired as soon as possible. As noted above, where the placement of a window has changed and a former opening is now vacant, property owners may consider leaving the frame of the window in place and filling it with an alternative material. 

4.5 Rooflines, Forms and Materials

There are predominantly two roof forms found in West Concord's Business District—flat roofs and gable roofs. Flat roofs are commonly found on those buildings originally constructed as **commercial structures**—the mixed use, multiple story triple and double decker buildings and industrial structures of the late 19th century; the single story, continuous commercial blocks of the early 20th century; and the commercial "big box" developments of the late 20th century. Designed to minimize the amount of unusable interior space, these buildings commonly include a decorative pediment or cornice detail at the front and sides of the building to screen the flat roof from view.

Gable roofs are commonly found on West Concord's early to mid-19th century buildings which are more likely to have been constructed as residences and later converted into commercial use as the Village grew and prospered. This traditional roof form is made up of two roof slopes which meet at a peak and create a triangular wall section at either end known as a gable. A gable roof is one which presents the roof slope and the widest side of the building to the street, while a gable-end roof sits with the narrow, triangular end wall to the street and is typically found on longer, narrower buildings. These buildings are part of West Concord's unique character, and both types of gable roofs are important to the form and design of the building.

Flat roofs are the most common roof type in West Concord's **Industrial District** as they maximize the usable interior space of a structure. Fewer of the buildings in the Industrial District will have the decorative pediments or cornices details common in the Business District, but these features can be found on the late nineteenth century mill buildings in these areas. Later Industrial structures are more likely to have taken a utilitarian approach to this issue with little or no care taken to mask the form of the roof.

The other roof form found in the Industrial areas is the Gable roof. Examples of both the traditional gable (roof slope facing the front façade) and gable end (roof slopes facing the side facades) are available in both Districts. In contrast to the Business District, though, these gables are generally very shallow, almost flat, roofs which again maximize the usable space on the interior of the building. Those buildings which have steeper pitched roofs are generally residential structures in design. While clearly part of the overall streetscape, they are not characteristic of the Industrial District and tend to be located at the boundary between the Industrial and Business Districts.

4.5 Rooflines, Forms and Materials	
GUIDELINE	**General Guideline:** Roofs should be designed to meet the functional goals of the building and to be in harmony with the predominant architectural styles of the West Concord's Business and Industrial Districts.
4.5.A	**Existing Business District Buildings** – Property owners are encouraged to maintain the predominate roof styles in West Concord's Business District including flat roofs with cornice details or pediments and front or end facing gable roofs. 

4.5 Rooflines, Forms and Materials		
GUIDELINE	**General Guideline:** Roofs should be designed to meet the functional goals of the building and to be in harmony with the predominant architectural styles of the West Concord's Business and Industrial Districts.	
4.5.B	**New Business District Construction** - Property owners should carefully consider the predominant architectural styles (flat roofs with pediments and gable roofs) found in West Concord's Business District when considering new construction. New buildings which integrate these common roof styles are more likely to blend in well with the general character of the area. Flat roofs should be used when the size of the building does not permit a pitched roof or in a setting where such roofs are common (i.e. mixed use buildings with two or more stories on primary streets).	
4.5.C	**New Industrial District Construction** - Property owners should carefully consider the predominant roof forms found in West Concord's Industrial District when considering new construction. New buildings which integrate these common roof styles are more likely to blend in well with the general character of the area. Green roofs, solar panels, and other modern equipment can also be incorporated into a flat or minimally pitched roof structure with little impact on the streetscape. Property owners should investigate how the traditional forms found in these Industrial areas can be interpreted to accommodate modern design and equipment needs.	
4.5.D	**Roof Proportions** - Long unbroken expanses of roofs should be avoided through the use of dormers, chimneys, and changes in ridgeline. All roofs should have appropriate overhangs. Multiple roof plane slopes are acceptable, but should be limited.	
4.5.E	**Chimneys** - All chimneys should be finished with brick, stucco or natural or manufactured stone.	

4.5 Rooflines, Forms and Materials	
GUIDELINE	**General Guideline:** Roofs should be designed to meet the functional goals of the building and to be in harmony with the predominant architectural styles of the West Concord's Business and Industrial Districts.
4.5.F	**Roof Materials** - Roofs should be constructed of materials which are commonly found in the region. Acceptable roofing materials include: o Architectural-grade composition shingles; o Wood, slate or asphalt shingles; and o Standing seam metal roofs, including copper roofs.

4.6 Façade Patterns and Treatments

How the massing of a building is perceived can have a lot to do with its architectural details, how it relates to its surroundings and the size of the overall building. West Concord has a well established façade pattern which helps to unify the streetscape. Property owners are strongly encouraged to maintain these existing patterns and proportions as seen in the relationship of solid wall to openings (doors and windows) in the main façades. Paying attention to the size and configuration of doors and windows, and making sure that they are in proportion to the overall building can assist in keeping the massing consistent with surrounding buildings. Attention should also be paid to window heights, the type of glass used, and doors.

A flat, unbroken or undecorated façade can appear more massive than one which incorporates architectural features as the variety of forms helps to break up the solid mass of the wall. For this reason, property owners are encouraged to vary the façade of new buildings by adding architectural features and materials that are consistent with the character of West Concord's Business District. For example, adding bays or porches; installing architectural trim details which are consistent with the style of the building (see examples under Anatomy of a Building Façade); or stepping the building or addition down or in to avoid a solid, flat façade. By avoiding flat façades that draw attention for their lack of character rather than their contribution to the overall streetscape, a property owner can create a new structure which is visually pleasing and adds to the variety of the streetscape. While Industrial District buildings rely on fewer such architectural details in their design, the same design principles will apply.

4.6.1 Exterior Materials and Siding

The predominant existing exterior material in West Concord's **Business District** is wood clapboard siding. In contrast, the existing buildings in the **Industrial District** utilize a wide variety of exterior cladding materials and it is difficult to pick any one material which dominates over the rest. The majority of the earliest industrial buildings in the area are still wood clapboard sided, while later structures are more typically exhibit cement block or metal siding. However, there are also examples of brick, wood shingle, stucco and vinyl siding interspersed in this area. Please keep in mind that some of these materials, such as the cement block or metal siding, may be appropriate when used in creative ways for small sections of a structure, but would not be considered appropriate for an entire new building.

As a general rule, property owners are encouraged to use and maintain whatever material is original to their building as this material is essential to the architectural character of the building and plays a strong role in the visual appeal of West Concord's Business and Industrial Districts. Further, property owners of existing structures should maintain the original exterior material of their building (brick, stucco, wood, etc.) in a manner which is consistent with its historic appearance - i.e., wood shingles or clapboard should be maintained as a painted surface, while property owners should avoid painting surfaces which were never designed to be painted, such as masonry or brick. As noted above, an exception to this may be the continued use of metal siding and cement block in overly utilitarian building designs.

4.6.1 Exterior Materials and Siding		
GUIDELINE	**General Guidelines:** Property owners are encouraged to use and maintain existing traditional material whenever possible as it is both essential to the architectural character of the individual building and plays a strong role in the visual appeal of West Concord Village. Building materials should differentiate architectural elements and be consistent with the rhythm and proportion of the building design.	
4.6.1.A	**Surface Treatments -** All exterior surfaces visible to the public shall be covered with a siding material. The long term maintenance characteristics of all materials should be considered during the selection process. The rear and side elevations shall incorporate the materials, design details and theme of the front facade when exposed to public view.	
4.6.1.B	**Material Types -** Exteriors facades should utilize materials appropriate to the character of the building. Wood clapboard, cedar shingles, brick, and stone are traditional to the area and encouraged for wall surfaces, although in some circumstances, other materials may be considered. Alternative building materials should be both natural and sustainable materials which maintain the traditional appearance of these structures.	
4.6.1.C	**Color of Materials –** Material color should be complementary to a building's trim and accents as well as to its surroundings. Color schemes that reflect traditional New England colors with accenting trim work are strongly encouraged, as is the use of contrasting colors to accent architectural details and entrances**.** West Concord's eclectic nature may allow for a broader color palette than would be appropriate in other village centers in the area, but the use of loud, attention grabbing colors, or ones which are disharmonious with other colors found on the building or on adjacent structures, should be avoided. For further information on Color Selections, see Section 4.8.1 *Paint and Building Colors*.	

4.6.1 Exterior Materials and Siding	
GUIDELINE	**General Guidelines:** Property owners are encouraged to use and maintain existing traditional material whenever possible as it is both essential to the architectural character of the individual building and plays a strong role in the visual appeal of West Concord Village. Building materials should differentiate architectural elements and be consistent with the rhythm and proportion of the building design.
4.6.1.D	**Repair and Replacement** - When repair or replacement of exterior materials is necessary, property owners should use the same type of exterior cladding and, whenever possible, consider the use of natural materials. In some cases, new materials may be available which adequately replicate the natural material and provide a consistent and historic appearance. 
4.6.1.E	**Use of Alternative Materials** - Today there are many new materials on the market which purport to mimic the appearance of natural materials without the expense of regular maintenance. Examples such a Azek or Hardiplank, shown on the right, are composite material products which may provide reliable alternatives to the original building materials. Other products, however, may be less successful and property owners are encouraged to carefully research these products to ensure that they can adequately replicate the original exterior appearance of their building before making any change in an original exterior material or architectural element. Property owners are strongly discouraged from replacing wood shingles or clapboard siding with aluminum or vinyl siding as the change in material does not adequately replicate the appearance of the original materials, and can cause the loss of original architectural details and character defining features which make the building unique. Further, these materials will age and weather differently than natural materials, giving the building a worn or faded appearance, as shown to the right, which can quickly appear shabby or "cheap" and will detract from the streetscape. Vinyl, aluminum, or other synthetic sidings may be cheaper up front, but the loss of detail and the obvious change in quality of the building can have negative impacts in the long run as pedestrians and shoppers are more likely to be drawn to establishments which have well maintained and attractive appearances.  
4.6.1.F	**New Construction** - Natural materials are key to the character of West Concord, and their use in new construction can help to tie those designs into the overall streetscape. Property owners should consider the materials used in the buildings immediately surrounding the potential development, and take these elements into consideration when developing the overall plan and design of any new structures. As noted previously, the Industrial District also provides an excellent opportunity for new or more energy efficient materials to be utilized. 

4.6.1 Exterior Materials and Siding	
GUIDELINE	**General Guidelines:** Property owners are encouraged to use and maintain existing traditional material whenever possible as it is both essential to the architectural character of the individual building and plays a strong role in the visual appeal of West Concord Village. Building materials should differentiate architectural elements and be consistent with the rhythm and proportion of the building design.
4.6.1.G	**Façade Extensions** - Where side façades are built of a different material than the front façade, the front façade material should extend around the corner and along the side façade for a minimum of 18 inches. 

4.6.2 Awnings and Canopies	
GUIDELINE	**General Guideline:** Awnings should match the scale and proportions of the building façade elements and be functional in providing shade. Arched awnings over individual windows and as door canopies are encouraged.
4.6.2.A	**Business District Awnings -** Awnings are a traditional element of West Concord's streetscape which can provide an opportunity to add color and detail to a storefront. Awnings provide a secondary location for signage, emphasize display windows and entrances, and serve to protect pedestrians and display windows from the sun and rain. 
4.6.2.B	**Industrial District Awnings -** Awnings are not a traditional element of West Concord's Industrial District and are not currently found on any of its existing structures. However, awnings can provide an easy, cost effective way of establishing a pedestrian friendly front entrance on a building which might otherwise lack one. Not only do they focus attention, but they can also provide a location for signage and serve to protect customers from the weather. 

4.6.2 Awnings and Canopies

GUIDELINE	**General Guideline:** Awnings should match the scale and proportions of the building façade elements and be functional in providing shade. Arched awnings over individual windows and as door canopies are encouraged.
4.6.2. C	**Specific Design Elements for All Awnings -** Important elements to consider when installing awning in either the Business or Industrial District include the following: ○ Harmony - Awnings should be chosen to be in harmony with the color schemes and styles of surrounding buildings, and care should be taken to avoid detracting from the form of the building or obscuring its details. ○ Façade Organization - Whenever possible, awnings should reflect the overall façade organization of a building and be located within the building elements that form the storefront. ○ Consistency - Where there are multiple storefronts in one building, the awnings should be consistent in character, scale, and location, but need not be identical to one another. Care should also be taken to ensure that any awnings are attached in a way that permits later removal without damaging the materials to which they are fastened.
4.6.2.D	**Materials** - Property owners are encouraged to use fabric (canvas) or metal awnings and to avoid the use of vinyl or plastic awnings. The shape of the awning should relate to the shape of the façade's architectural elements. While traditionally shaped awnings are generally encouraged for both new and existing buildings, creative or unusually-shaped awnings which have been carefully designed to work with the building and streetscape may also be an option.
4.6.2.E	**Location and Dimensions -** Awnings should be located forward of the setback and may encroach within the right-of-way, but should not extend past the curb line. The minimum dimensions for first floor awnings should be five feet in depth and 10 feet in height, with the length of the awning to be between 25% and 100% of the Building Frontage. There are no minimum requirements for awnings above the first floor. For further information, see Section 3.2.2.D *Private Frontage Alternatives: Storefront & Awning Alternative.*

4.6.2 Awnings and Canopies		
GUIDELINE	**General Guideline:** Awnings should match the scale and proportions of the building façade elements and be functional in providing shade. Arched awnings over individual windows and as door canopies are encouraged.	
4.6.2.F	**Gas Station Pumps and Canopies** – Standard franchise gas station canopies are strongly discouraged. As an alternative, Gas Station Canopies should: ○ Have a pitched roof which is compatible with the building architecture and materials; ○ Install any signage within the gable of the roof structure; and, ○ Locate gas pumps and canopies behind the primary building with access to the side when feasible.	

4.6.3 Retail Storefront Design and Street-Level Treatments

West Concord's Business District buildings are largely defined by the late 19th and early 20th century commercial structures and storefronts which line Commonwealth Avenue and Main Street, and so the form and detailing of each existing and proposed storefront is important to the character of the area. Each of the existing storefronts has its own unique style, yet most follow a common form. Storefronts typically stretch across the entire first floor of the structure, with a significantly higher ratio of window to wall area throughout. These windows are typically large single or multi-paned glass windows trimmed in wood paneling or, particularly in the 20th century examples, masonry. Entrance doors are incorporated into the storefront's design and are substantially glass and recessed. Storefronts are commonly aligned with those of adjacent structures to present a continuous pattern of trim and cornice line along the street.

4.6.3 Retail Storefront Design and Street-Level Treatments		
GUIDELINE	**General Guideline:** Storefront designs at street level should be differentiated from upper building levels and attract pedestrian interest.	
4.6.3.A	**Principal Façade -** Street level frontage should be primarily devoted to entrances, shop windows or other displays. Primary facades should be highly permeable to promote pedestrian interest and create variety along the street. To achieve this goal, ○ Continuous lengths of flat walls greater than forty (40) feet in length without articulation such as window openings or entrances, are strongly discouraged. ○ Stepbacks, setbacks and height changes should be a minimum of two (2) feet in depth. ○ All doors facing the primary street should be operable and remain unlocked during business hours. ○ Doors or entrances with public access should be provided at intervals no greater than an average of forty (40) feet along a block on primary streets.	

4.6.3 Retail Storefront Design and Street-Level Treatments		
GUIDELINE	**General Guideline:** Storefront designs at street level should be differentiated from upper building levels and attract pedestrian interest.	
4.6.3.B	**Vertical Façade Variation and Building Walls** - First floor façades should be differentiated from upper stories and oriented toward pedestrians, with large window areas facing the sidewalk. Retail frontage should include recessed or projecting bays; expression of architectural or structural modules and detail; and/or variations such as surface relief, expressed joints and details, color and texture. Recessed bays should be a minimum of 2 feet deep. An expression line should delineate the division between the first story and the second story. A cornice should delineate the top of the façade. Expression lines and cornices should consist of either a molding extending a minimum of four (4) inches, or a change in the surface plane of the building wall greater than eight (8) inches. For further information on Vertical Articulation, see Section 3.4.4.B *Vertical Articulation.*	
4.6.3.C	**Windows and Storefront Displays** – Storefront displays that contribute to the pleasing scale features of the building are strongly encouraged. Storefront windows should be designed to have: ○ Clear, untinted and non-reflective glass at street level to allow maximum visual interaction between pedestrians and the interior of the building; ○ The lower edge of storefront windows between one (1) and three (3) feet above sidewalk grade; ○ Each floor of any building façade facing open space or a street containing transparent windows encompassing a minimum of 15% of the wall area; and, ○ No roll down security doors or other shuttering devises which would prohibit clear views into interior spaces if lit from within.	
4.6.3.D	**Harmonize Signage** - The location, size, material, and lighting of signs should be coordinated to harmonize with the building's design. Projecting, externally lighted signs should be attached perpendicular to a building and oriented to enhance pedestrian visibility. All signage must meet the requirements of the Town of Concord Sign Bylaw. For further information on Signage, see Section 6.2 *Building and Site Signage*	

4.6.3 Retail Storefront Design and Street-Level Treatments	
GUIDELINE	**General Guideline:** Storefront designs at street level should be differentiated from upper building levels and attract pedestrian interest.
4.6.3.F	**Architectural Detailing** - The use of ornamentation and architectural detailing is encouraged, as is any example of craftsmanship that relates to or reflects the character of the area. When considering a new storefront, or renovating an existing one, it is important that the new façade does not obscure the basic architectural framework or details of the building. Most façades consist of an architectural framework designed to identify individual storefronts. Each storefront should respect this architectural framework and not extend beyond it. Property owners should also consider utilizing the horizontal band at the top of each storefront for business signage. For further information, see Section 4.0 *Architectural Features and Details*.
4.6.3.G	**New Storefronts in the Business District** - When designing a storefront for a new structure in the Business District, or significantly altering one within an existing building, it is important to develop a design which is consistent with the style and character of the building while still respecting the storefronts of surrounding buildings. In short, new storefronts should maintain the overall envelope and form found in neighboring structures while incorporating design and architectural features which are consistent and complimentary to the structure as a whole. Elements to consider include: ○ Rhythm - New storefronts should be in keeping with the overall building and yet maintain a distinction between the individual storefronts, the entire building façade, and any adjacent properties. ○ Orientation - New storefronts should open directly onto the sidewalk and be of a human, pedestrian scale which is consistent with those surrounding structures. As part of retaining this consistency, every effort should also be made to continue the relationship of solid wall to openings (doors and/or windows) seen in those surrounding structures. ○ Windows - Storefront windows should be consistent in height and design with storefront doors to create a cohesive appearance with the existing streetscape. For further information on Windows, see Section 4.4 *Fenestration/Windows*.

4.7 Decks, Balconies, Terraces and Porches

4.7 Decks, Balconies, Terraces, and Porches		
GUIDELINE	**General Guidelines**: Architectural elements which are in keeping with the architectural style of the building should be used to break up flat façades. These elements can give character to a building which is visually pleasing and adds to the variety of the streetscape.	
4.7.A	**Orientation** - Balconies, decks, and porches should be oriented toward the street or common open space.	
4.7.B	**Colonnades and Arcades** - Colonnades and arcades should only be constructed where a minimum depth of 6 feet from the building face to the inside column face, and 18 inches from the outside of the column face to the curb, can be obtained. Colonnades shall be located in the setback with a minimum clearance height of 10 feet and a length of between 75% and 100% of the Building Frontage.	
4.7.C	**Columns and Piers** - Columns and piers should be spaced no farther apart than they are tall. Column proportions and configurations should be consistent with traditional construction patterns. Recommended finish materials may include: painted or natural wood (termite resistant), reinforced concrete with stucco, brick and/or stone.	

4.7 Decks, Balconies, Terraces, and Porches	
GUIDELINE	**General Guidelines**: Architectural elements which are in keeping with the architectural style of the building should be used to break up flat façades. These elements can give character to a building which is visually pleasing and adds to the variety of the streetscape.
4.7.D	**Courtyards, Terraces, and Sidewalk Dining** – Interior courtyards, terraces in front or sideyard areas, and designated sidewalk dining areas which use high quality materials are strongly encouraged.     

4.8 Building Colors

West Concord Village's **Business District** has a wealth of buildings that utilize distinctive paint palettes and color schemes to emphasize their design. These examples show how paint color not only adds further variety to the streetscape, but also enhances the building itself. Exterior facades in West Concord's **Industrial District** use a wide range of building materials, many of which are not designed to be painted. Those structures which are painted can be divided into two categories - the late nineteenth century wood clapboard structures and the twentieth century cement block ones. Both categories generally use a very muted color palette (tans, whites, or grays) for the body of the building, with the wood clapboard structures being more likely to branch out into other colors. Cement block buildings generally have little or no trim to differentiate with color, and the wood clapboard structures are very restrained examples in comparison to their Business District neighbors. In general, the trim on these buildings is painted in a similar, or slightly lighter, color than the main body of the structure. Industrial buildings in West Concord were not typically designed to draw attention to their exterior facades and so the muted color schemes noted above were appropriate to their original uses and needs. However, as these buildings are converted into more retail and service oriented businesses, a shift in the color scheme may be appropriate.

4.8.1 Paint and Building Colors		
GUIDELINE	**General Guideline:** Paint colors should relate to the natural material colors found on the building such as brick, wood, stone or tile and existing accessory elements such as signs or awnings.	
4.8.1.A	**Existing Business District Building Color** - Property owners are encouraged to consider choosing paint colors which complement the style and design of their existing building, but to also consider colors which are compatible with surrounding buildings and the overall Village. Property owners are also encouraged to use contrasting paint colors to differentiate trim and accentuate distinctive architectural details on their buildings. Many buildings in West Concord's Business District have used this technique to highlight the unique style of their building.	
4.8.1.B	**New Business District Building Color** - While it is unlikely that any new structure within the Village Center would be designed to closely replicate the architectural trim details and paint palette typical to the Village's distinctive late nineteenth and early twentieth century commercial structures, the use of distinctive paint colors can be part of the design of a new building. In addition, the wide variety of colors and paint combinations currently visible in West Concord should be considered as part of the planning process. Property owners should consider the design of their new building as well as those of neighboring structures when considering how best to address this issue.	
4.8.1.C	**Existing Industrial District Building Color** - Property owners should consider updating their structures in a manner consistent with the Paint Color guidelines for Business District buildings as noted above. This would involve using more distinctive color patterns, differentiating between the color of the trim and the body of the building, and using paint color to highlight unique aspects of the building. Property owners would still need to consider the surrounding structures, however, to make sure that the new scheme was in harmony with the overall area. These suggestions for existing buildings apply only to exterior surfaces which are already painted. Exterior materials which were never designed to be painted (vinyl siding, metal sheathing, brick) should remain in their original condition.	

4.8.1 Paint and Building Colors		
GUIDELINE	**General Guideline:** Paint colors should relate to the natural material colors found on the building such as brick, wood, stone or tile and existing accessory elements such as signs or awnings.	
4.8.1.D	**New Industrial Building Color** - It is understood that any new construction within the Industrial Districts will most likely be contemporary in design and may utilize materials which do not require painting. That is not to say, however, that the use of distinctive colors cannot be part of the design of a new building or that this consideration should not be part of the planning process. Property owners should consider the design of their new building as well as those of neighboring structures when considering how best to address this issue. Where painting is appropriate, colors should be chosen to add interest and variety to the area while still remaining in harmony with surrounding structures.	

4.9 Gutters, Downspouts and Drainage

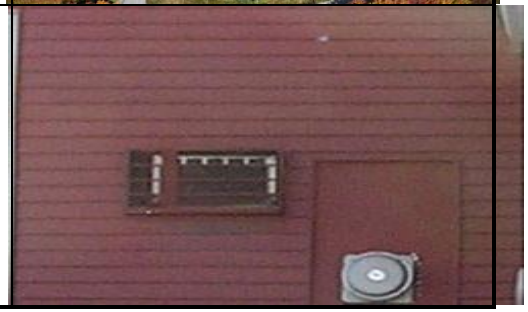
Gutters and downspouts are important mechanisms for diverting water away from a structure, without which water would splash off the roof onto exterior walls, soaking potential customers and leading to future structural problems. At a minimum, gutters and downspouts should be large enough to handle the discharge and installed at a sufficient pitch to carry the water off quickly. Drainage should be dealt with in such a way that it is contained on site where possible and does not flow into the public sidewalk or path.

4.9 Gutters, Downspouts and Drainage		
GUIDELINE	**General Guidelines:** Drainage systems should be designed to be appropriate to both the design of the building and the needs of the site.	
4.9.A	**Existing Buildings** - In addition to their mechanical importance, gutters and downspouts can be integral to the design of a building's architectural trim (cornice details) or roof. When this is the case, care and consideration should be taken before making a change in their material or design. Where original gutters are missing or the original design unclear, then an effort should be made to match the style of the existing building and/or to make the new gutters as unobtrusive as possible.	

4.9 Gutters, Downspouts and Drainage	
GUIDELINE	**General Guidelines:** Drainage systems should be designed to be appropriate to both the design of the building and the needs of the site.
4.9.B	**New Construction** - New Construction projects should take into consideration all of the points noted above when deciding how best to deal with water and drainage issues on site. However, far more flexibility is available in the design, materials and methods used to accommodate water and drainage issues in new buildings, and property owners should consider creative ways to address these issues which are either invisible to the streetscape or add to its character and design. In particular, property owners are strongly encouraged to consider green solutions such as those noted in Section 3.6: *Green, Sustainable and Low Impact Design Applications*. 
4.9.C	**Gutters -** Material should be appropriate to the style, design and materials of the building itself. Preferred materials include copper, galvanized steel or aluminum. 
4.9.D	**Downspouts** - Downspouts should match the gutters in material and finish. 

4.10 Utilities and Modern Mechanical Equipment

Modern equipment is a necessary component of today's built environment but incorporating it into an existing structure or landscape can be difficult. West Concord's form and character were established long before many of these now common elements became standard, and often the most convenient location is not necessarily in keeping with the streetscape. Modern equipment encompasses utility and other mechanical equipment such as antennas, cellular towers, satellite dishes, propane and other tanks, dumpsters, utility meters, alarm systems, HVAC equipment (including air conditioners and condensers, heating units, ducts, fans, and solar collectors or panels) and associated mounting devices, strapping, fasteners, cables and related equipment.

4.10.1 Utilities and Mechanical Equipment		
GUIDELINE	**General Guidelines:** Utilities and Mechanical Equipment should be integrated into the design of the building whenever possible and concealed from view.	
4.10.1.A	**Overhead Utilities** - Every effort should be made to run electrical wires and other cables on the inside of the building. Utility wires should be located underground or behind buildings where possible. Installing additional overhead wiring along poles, as shown on the right, should be avoided.	
4.10.1.B	**Rooftop Mechanical Equipment** - All rooftop mechanical/ventilation equipment should be placed in such a manner so that it is not visibly apparent at the nearest street right-of-way. This may be accomplished by using architectural treatment/camouflaging, placing it at the center of a flat roof, on a rear slope, behind a parapet, within a chimney or cupola, or by other appropriate means. Flues and vents should also be similarly located and screened. Locating equipment in prominent and/or highly visible locations, as shown on the right, is strongly discouraged.	
4.10.1.C	**Solar Equipment** - Solar panels and skylights should be located on the least visible portion of the roof if possible. Flat profile skylights are encouraged in order to minimize their impact on existing buildings and the streetscape.	
4.10.1.D	**Existing Business District Buildings** – Property owners should make every effort to keep modern equipment as small and inconspicuous as possible. Installations should be made in areas that are not visible from the public way, or are well screened by existing or proposed structures or vegetation. Any installations on the front façade of the building are strongly discouraged. When the equipment must be placed in a visible location, then it should be painted to blend in with surrounding structures. Vents in the side of buildings should be painted to blend in with the rest of the wall. Whenever possible, seasonal air conditioning units should be located on the side and rear façades.	

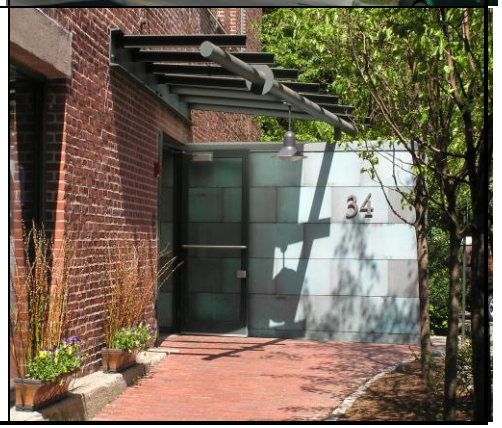
4.10.1 Utilities and Mechanical Equipment		
GUIDELINE	**General Guidelines:** Utilities and Mechanical Equipment should be integrated into the design of the building whenever possible and concealed from view.	
4.10.1.E	**New Business District Construction** - New construction has the advantage of being able to address the challenges of modern equipment by building it into the design of the new building. Property owners should consider how modern equipment will be used in their new construction and develop ways to accommodate it within the structure in order to meet these goals. In many cases, modern equipment can be harmoniously integrated into the design of a new building and new technology can even allow their "stealth" installation in visible locations - for example, new solar collectors which can be applied as a coating to a window, embedded in a window frame, or installed as part of an awning may be acceptable additions to the streetscape. Locating equipment in prominent or highly visible areas without such efforts to integrate it into the building's design, as shown on the right, should be avoided.	
4.10.1.F	**New Industrial District Construction** - New construction should take advantage of the flexibility of space and siting in the Industrial District to cleverly incorporate modern equipment into the design of new buildings while meeting the goals outlined above. In some cases, this equipment may be well screened from view, while others may find creative ways to make them visible elements of the design. The Industrial District provides greater flexibility in addressing these problems but the ultimate goal is still to create a pleasant and attractive street environment for workers, customers and residents.	

5.0 SPECIAL PROVISIONS FOR SPECIFIC TYPES OF NEW DEVELOPMENT

5.1. Provisions for Large New Buildings

The following guidelines are intended to be used to assist developers proposing large commercial developments as well as to be an evaluation tool for both the Department of Planning and Land Management and the Planning Board in their review processes. These guidelines apply to all projects for commercial establishments or mixed use developments of more than 10,000 square feet. Architectural elements recommended below should be integral parts of the building fabric, and not superficially applied trim, graphics, or paint.

5.1 Large Building Design Components		
GUIDELINE	**General Guideline:** Large buildings should integrate local development characteristics and traditional architectural elements to minimize their impact on the streetscape.	
5.1.A	**Facades and Exterior Walls -** Facades should be articulated to reduce the massive scale and the uniform, impersonal appearances of large retail buildings and provide visual interest that will be consistent with the community's identity, character, and scale. The intent is to encourage a more human scale that residents and visitors can identify with their community by the following methods: ○ Avoiding blank expanses of wall by incorporating jogs, pilasters, architectural detailing, and changes in surface materials, colors, textures, and rooflines. More specifically, uninterrupted facades should not exceed 50% of the building wall. Facades greater than 100 feet in length, measured horizontally, should incorporate wall plane projections or recesses with a depth of at least 3% of the length of the facade and extending at least 20% of the length of the facade. ○ Adding interest to ground floor facades that face public streets by adding arcades, display windows, entry areas, awnings, or other such features along no less than 60% of their horizontal length.	
5.1.B	**Materials and Colors -** Exterior building materials and colors comprise a significant part of the visual impact of a building and should be aesthetically pleasing and compatible with the materials and colors used in adjoining neighborhoods. Large buildings should: ○ Pick predominant exterior building materials which are high quality materials such as brick, wood, granite, sandstone, and other native stone. Lesser quality materials such as smooth faced concrete block, tilt-up concrete panels, and prefabricated steel panels should be avoided. ○ Consider facade colors that are low reflectance, subtle, neutral, or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors is generally discouraged. ○ Highlight building trim and accent areas with brighter, even primary, colors. However, neon tubing is an unacceptable feature for building trim or accent areas.	

5.1 Large Building Design Components		
GUIDELINE	**General Guideline:** Large buildings should integrate local development characteristics and traditional architectural elements to minimize their impact on the streetscape.	
5.1.C	**Design Features -** Buildings should have architectural features and patterns that provide visual interests at the scale of the pedestrian, reduce massive aesthetic effects, and recognize local character. Towards this end, large building facades should include a repeating pattern incorporating no less than three of the elements listed below. At least one of these elements should repeat horizontally and all elements should repeat at intervals of no more than thirty (30) feet, either horizontally or vertically. Potential elements include: ○ Color Changes ○ Texture Changes ○ Material Module Changes ○ Architectural or structural changes in wall planes of no less than 3% of the length of the façade, such as an offsets, reveals, or projecting ribs.	
5.1.D	**Roofs -** Variations in roof lines should be used to add interest and reduce the massive scale of large buildings. Roof features should complement the character of adjoining neighborhoods. Roofs should have no less than two (2) of the following features: ○ Parapets featuring three-dimensional cornice treatments that conceal flat roofs and rooftop equipment such as HVAC units from public view. The average height of such parapets should not exceed 15% of the height of the supporting wall; ○ Overhanging eaves which extend no less than 3 feet past the supporting walls; ○ Sloping roofs that do not exceed the average height of the supporting walls, with an average slope less than or equal to 1 foot of vertical rise for every 1 foot of horizontal run; and, ○ Three or more separate roof slope planes.	
5.1.E	**Entryways -** Entryway design elements and variations should give orientation and aesthetically pleasing character to the building. Each principal building on a site should have clearly defined, highly visible customer entrances featuring no less than three of the following: ○ Canopies, arcades or porticos ○ Overhangs, peaked roof forms or raised corniced parapets over the door ○ Recesses/projections ○ Arches ○ Outdoor patios ○ Display windows ○ Architectural details, such as tile work or moldings, which are integrated into the building structure and design ○ Integral planters or wing walls that incorporate landscaped areas and/or places for sitting	

5.1 Large Building Design Components		
GUIDELINE	**General Guideline:** Large buildings should integrate local development characteristics and traditional architectural elements to minimize their impact on the streetscape.	
5.1.F	**Formula Business Buildings** - Large formula business buildings should adapt to local development patterns and styles. For further information, see Section 4.2.C *Formula Business Architecture*	

6.0. BUILDING AND SITE SIGNAGE

6.1. Common Existing Signs in the Village Center

In many ways, West Concord's Business and Industrial Districts derive their unique identity from the businesses behind the storefronts which enhance the Village's overall integrity and identity. The most successful storefronts are those that work with the architecture of the building and are designed to reveal the building's original style, form and materials. These storefronts simply and clearly market the name of the business and the type of services offered through a display of products or services, local business logos, hours of operation, and/or public service messages.

Most businesses in West Concord's **Business District** use one or more of the following sign options to advertise their business and its location:

Blade Signs: Hanging or placard style signs which project from the front façade of the building over the sidewalk. These signs are typically two sided and either square, rectangular or oval in form. The size of the hanging sign should relate to both the existing storefront and to any signs on adjacent buildings.

Wall Signs: Many of West Concord's Business District buildings include a frieze or horizontal signage band over their storefronts which provide an excellent location for advertising the name of the storefront's business. In these cases, the font size and coloring of the sign should relate directly to that of the signage band and storefront.

Awning: The lower edge of a canvas or other material awning can be used to advertise the name of the store. As with the wall sign, the dimensions of the signage will be determined by that of the awning. Typically either an awning or wall sign will be used, but not both.

Window signs: Storefront windows can be used as another signage solution, particularly for short-term or periodic advertising needs. Property owners should avoid installing solid signs which block visibility into stores and are encouraged to use painted or adhesive letterings to provide information while retaining transparency. Window signage should be limited to covering no more than 15 percent of the available window space.

Many of the buildings within West Concord's **Industrial District** have little or no signage. Those that do use one or more of the following sign options to advertise their business and its location:

Wall Signs: This is the most common sign found in West Concord's Industrial District. Typically, these signs are mounted over the main entrance or are adjacent to a pedestrian entrance to the space. These signs can be found in a number of shapes and sizes, with a wide variety of font types and logos. The eclectic nature of this signage is a distinctive element of West Concord's Industrial District's character which should be maintained and further encouraged in the future.

Freestanding Signs: The vehicular orientation of these areas has encouraged the use of freestanding signs at centralized locations. Some of these signs are for singular businesses, while others include listings for multiple businesses in the same building. As with the wall signs, these free standing signs are a unique characteristic of this area which should be retained. Each business should be encouraged to use a design and format which is unique to their venture. Uniformity is encouraged, however, between a business's wall and freestanding signs.

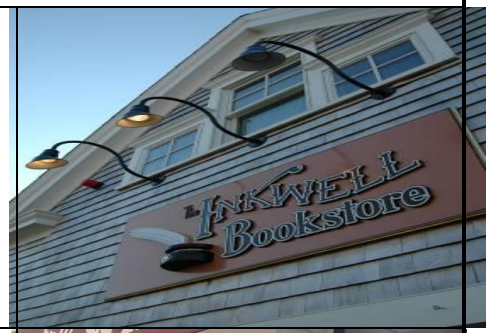
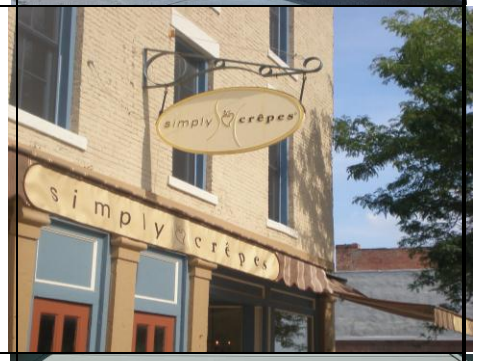
Blade Signs: This is the least used sign option, but one which may be a good option for new businesses in the future. Blade signs are hanging or placard style signs which project from the front façade of the building over the sidewalk. These signs are typically two sided and either square, rectangular or oval in form. The size of the hanging sign should relate to both the existing entrance and any signs on adjacent buildings.

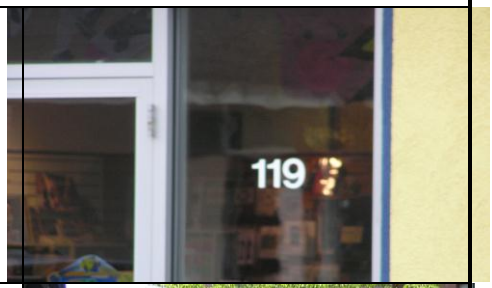
The signage provisions listed below are intended to ensure compatibility among the signs in the West Concord Business District and the West Concord Industrial District. It is important to note that Concord's Sign Bylaw limits the number of principal signs to two per business establishment and places specific restrictions on the dimensions of the signs based on the dimension of the store's façade. Property owners are strongly encouraged to review the Sign Bylaw and/or contact the Building Division before finalizing or purchasing any new signage for their building. The following design guidelines provide examples and methods for adding interest and quality to a site and building signage which will enhance the overall project.

6.2 Building and Site Signage

6.2 Building and Site Signage	
GUIDELINE	**General Guideline:** Signs should be visible and legible through the use of appropriate details. Allowable sign areas and locations are defined in the Town of Concord's Sign Bylaw which should be consulted prior to designing any signage.
6.2.A	**General Sign Design** - The design of signs should reflect the scale and character of the structure or site and its surroundings. The choice of materials, color, size, method of illumination, and character of symbolic representation on signs should be compatible with the architectural or landscape design style of the structure or site, as well as those of other signs in the surrounding area. Creativity in design is always encouraged. A simple and direct message, with upper and lowercase lettering is generally most effective. It is worth noting that studies have shown that seven words are the most that passersby can effectively read. Primary signage should be limited to advertising the name of a business and its main goods and services. 
6.2.B	**Location -** Signs should be located so that they do not obscure a building's important architectural details. In many West Concord Business District buildings, the signage can be directly incorporated into the architecture of the building by including it in the horizontal sign band or awning. Wall signs should be flat against the façade, or mounted projecting from the façade. Roof signs are strongly discouraged. Individual tenant signs may be located on individual storefronts, over display windows and/or at entries. Retail signs along sidewalks should be located a minimum of 10 feet above the pedestrian sidewalk. 
6.2.C	**Size -** Signs should simply and clearly identify individual establishments, buildings, locations and uses, while remaining subordinate to the architecture and larger streetscape. Any single sign mounted perpendicular to a given façade should not exceed 12 square feet in area and/or occupy more than 10% of the building façade area. All signs must meet the specific dimensional requirements set out in the Town of Concord's Sign Bylaw. 

6.2 Building and Site Signage		
GUIDELINE	**General Guideline:** Signs should be visible and legible through the use of appropriate details. Allowable sign areas and locations are defined in the Town of Concord's Sign Bylaw which should be consulted prior to designing any signage.	
6.2.D	**Scale and Proportion** - Every sign should be an integral, subordinate element within the overall building and site design. The scale and proportion of the signage shall not overpower the building or obscure the building's architectural features.	
6.2.E	**Materials** - Sign materials should harmonize with the building's design. While no specific material is recommended, all signs should be durable and most West Concord signs (aside from those on awnings) are made of either wood or composite materials. For signage within the horizontal sign band, permanently applied or painted lettering is an effective way to advertise a business name, type of business, and/or its primary goods and services. Other options include stone, copper, brass, galvanized steel, painted canvas, or painting/engraving directly onto the building façade's surface.	
6.2.F	**Color -** A sign's colors and typeface should complement the unique character of the storefront and add visual interest to the building without altering its primary architectural style. A limited number of colors should be used, with light colored lettering placed against a matte, dark background which reduces reflected glare.	

6.2 Building and Site Signage		
GUIDELINE	**General Guideline:** Signs should be visible and legible through the use of appropriate details. Allowable sign areas and locations are defined in the Town of Concord's Sign Bylaw which should be consulted prior to designing any signage.	
6.2.G	**Illumination** - Illumination of signs should be from an indirect light source to reduce glare and ensure that attention is focused on the sign. The light should be contained within the sign frame and not spill over onto other portions of the building or site. The use of back lighting, flashing lights, or moving parts in signs is strongly discouraged. Neon-lit signs are generally discouraged and will be considered only if size and location is controlled to prevent excessive light.	
6.2.H	**Internal Sign Lighting:** Internally lit signs are very strongly discouraged as they are both out of keeping with the character of West Concord Village and pose light pollution concerns as discussed above.	
6.2.I	**Coordination** - All signage on site should be coordinated by using similar materials, lettering, styles, colors, and overall sign sizes to ensure sign continuity and a uniform appearance throughout the development.	
6.2.J	**Corporate Logos and Graphics** - Company logos should be incorporated into the overall sign and not become the sign itself.	

6.2 Building and Site Signage		
GUIDELINE	**General Guideline:** Signs should be visible and legible through the use of appropriate details. Allowable sign areas and locations are defined in the Town of Concord's Sign Bylaw which should be consulted prior to designing any signage.	
6.2.K	**Identity Signs (Address Numbers) -** Building numbers should be located on all buildings. For commercial buildings, the numbers should be a minimum of 6 inches in height and a maximum of 10 inches in height.	
6.2.L	**Parking Signs -** Parking signage should be simple and understated.	
6.2.M	**Temporary Signs:** Temporary signs, such as banners and paper signs in windows, should be removed in a timely manner. The use of temporary signs that outlast the advertised sale or promotion is discouraged. Temporary signs with a specific date of expiration, such as sandwich boards, should be allowed.	

6.3 Displays

6.3 Displays		
GUIDELINE	**General Guideline:** Displays should be designed to attract interest and persuade customers to enter the establishment. Wholly or partially blocking off windows or other openings should be avoided.	
6.3.A	**Storefront Displays** - Storefront displays should generally remain open and transparent, allowing potential customer's to see into the store. Displays that add color, texture, information, and/or visual activity to the pedestrian experience are strongly encouraged. Creating an "attractive" display may require that a portion of the storefront be wholly or partially blocked, in which case care is particularly needed to insure that the lack of visibility is mitigated by an exhibit which enhances the pedestrian experience.	
6.3.B	**Window Displays** - Windows which are covered or completely obscured with display cases that prevent customers from seeing into the store are discouraged as they limit the pedestrian experience and have a closed and shuttered appearance. "Transparent" storefronts may not be necessary for some businesses, such as professional offices, but it is still preferable to maintain the size of the original storefront windows over permanently blocking them. In these cases, an attractive window display or blinds can be installed for a solution which contributes to the vitality of the streetscape and is more flexible to future changes.	
6.3.C	**Industrial District Displays -** When installing displays, property owners are encouraged to consider any significant architectural features of the building and/or site and to protect and maintain them as part of the new design. Further, not every existing structure may be a good candidate for this type of change. For example, installing a storefront in one of the late 19th century mill buildings would significantly impact the building's key design features as seen in its simple form, uniform window pattern, and relationship to the street. A good solution for one of these structures may be to develop display space in a later addition, or to use signage and landscape features to draw customers into a display space found on the interior of the building.	

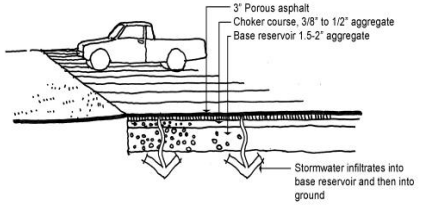
7.0 PARKING AND LOADING

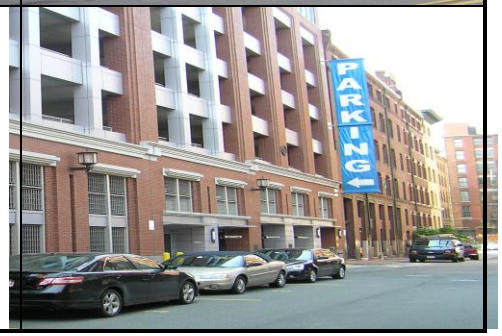
West Concord's **Business District** was laid out according to the needs of its early, primarily pedestrian, users and so vehicle storage here may require more thought and consideration than in a more recently developed site. Off-street parking is an important resource, but it can also have a significant negative impact on a property if it cuts it off from the surrounding streetscape or detracts from the character of the site. Property owners are encouraged to carefully consider how different parking alternatives and design options may impact both the site and the surrounding streetscape. Parking designs should be discreet and conservative in the amount of open space converted to paving.

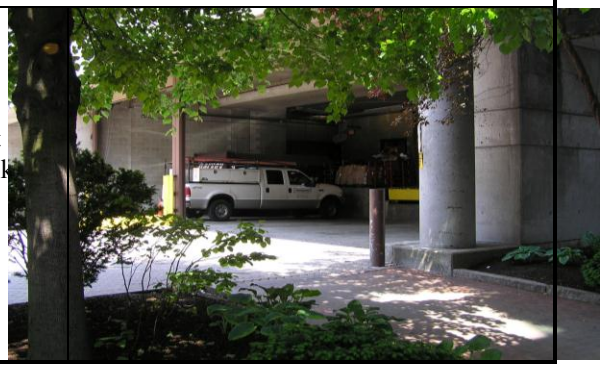
While many areas struggle with how to incorporate parking into their commercial areas, West Concord's **Industrial District** has the opposite issue. This area has abundant parking directly adjacent to individual businesses as well as centralized lots which serve multiple sites. In fact, nearly all of the Industrial District is paved. This abundance of paving, though, cuts these buildings off from the streetscape and negatively impacts pedestrian use of the area.

7.1 Off-Street Parking and Loading

7.1.1 Off-Street Parking Location, Access and Design		
GUIDELINE	**General Guideline:** Parking areas should be discreetly designed to take into account the needs of both the site and the surrounding streetscape.	
7.1.1A	**Location of Off-Street Parking** - Parked vehicles should not dominate the view of the structure from the street as shown in this picture. Property owners are encouraged to place any parking areas to the side or rear of the building in order to minimize its impacts.	
7.1.1B	**Shared Parking** - Where individual parking areas for each business are difficult or impossible to add without negatively impacting the streetscape, alternative solutions should be considered. West Concord business and property owners are strongly encouraged to work collectively to address some of these parking needs and concerns through cooperative efforts. Shared use or remote lots may be a positive option for providing additional parking by pooling area resources towards a common goal. In addition, centralized or shared lots encourage shoppers to combine errands and walk around West Concord, potentially promoting fewer vehicle trips and increasing pedestrian traffic past area businesses.	

7.1.1 Off-Street Parking Location, Access and Design		
GUIDELINE	**General Guideline:** Parking areas should be discreetly designed to take into account the needs of both the site and the surrounding streetscape.	
7.1.1C	**Landscaping and Screening** – Sufficient landscaping should be integrated within parking areas to minimize the visual impact of the parking surface area, especially in regards to shielding the view of stored vehicles from the street. Existing trees shall not be removed to expand parking areas. In the Industrial District, a combination of landscaping and fencing should be used to create an effective tool for screening parking and service areas from public view. Both Bradford Street and Beharrell Street have centralized parking lots which are used by multiple businesses. In these cases, plantings could be used both to screen the parking from view, and to direct people to the sidewalk or business entrances.	
7.1.1D	**Pedestrian and Bicycle Access** - Property owners should also consider the needs of bicycles in planning parking areas and incorporate bicycle storage areas where possible.	
7.1.1E	**Materials** - Solid paving material such as concrete, brick pavers, or asphalt are preferred for Village parking areas. However, these impervious surfaces can be broken up with bioswales and other LID techniques identified in Section 3.6 *Green Sustainable Design*. Pervious pavers may also be used for smaller parking areas if properly installed.	 Porous Asphalt Parking

7.1.1 Off-Street Parking Location, Access and Design	
GUIDELINE	**General Guideline:** Parking areas should be discreetly designed to take into account the needs of both the site and the surrounding streetscape.
7.1.1F	**Access and Egress** - Locating parking access along the front sidewalk as shown on the right should be avoided as it detracts from the streetscape and alienates the building from its surroundings. Parking can be better integrated into the existing landscape, and its impact on the streetscape minimized, when rear, side or shared access is used. Property owners should plan to meet with Planning Division and Concord Public Works Staff early in the process to ensure that any traffic and egress concerns are fully addressed by the design. 
7.1.1G	**Structured Parking** - In some locations, it may be appropriate to include structured parking within new buildings in order to eliminate the impact of additional parked cars on the streetscape. However, care must be taken in the design of such buildings to insure that they do not overwhelm the streetscape. Facades should be varied and broken up horizontally so as to reduce the building's scale. Entrances and first floor spaces should be located at or within a half story of the existing grade to be in line with surrounding structures. Further, the design of the building and its siting must be contextual with the surrounding landscape and consideration should be given as to how headlights and noise will be screened so as not to negatively impact neighboring properties. 

7.1.2. Loading, Trash, and Recycling Collection Areas	
GUIDELINE	**General Guideline:** Service Areas should be screened from public view and located so as to have little or no impact on the streetscape.
7.1.2A	**Service Areas** - Service entrances, loading docks, dumpsters and ground-level mechanical equipment shall be located away from public entrances and screened from public and scenic views. Loading dock service areas and trash disposal facilities should not face either open spaces or streets. 

7.1.2. Loading, Trash, and Recycling Collection Areas		
GUIDELINE	**General Guideline:** Service Areas should be screened from public view and located so as to have little or no impact on the streetscape.	
7.1.2B	**Collection Areas** - In order to assist West Concord's commercial areas in remaining inviting and pedestrian friendly, all loading, trash, and recycling collection areas should be located within the building, behind the building, or grouped at the interior of a commercial block.	
7.1.2C	**Consolidation and Screening** - Property owners are encouraged to work together to consolidate service areas so as to minimize their impact on the street. Every effort should also be made to avoid or minimize service access into buildings from primary pedestrian ways. Where this is not possible, then a screening wall, plantings or other device should be used to minimize the impact of the service area on the streetscape. Public trash and recycling receptacles are the exception to this requirement, and should be located at appropriate intervals along the street and in any public gathering areas.	
7.1.2D	**Access and Maintenance** - Loading, trash, and recycling collection space should be designed with adequate maneuvering areas, direct access to the street, and adequate vertical clearance. Both the collection areas and their entrances should be maintained as a paved surface and where appropriate, drains and wash-down facilities should be provided.	

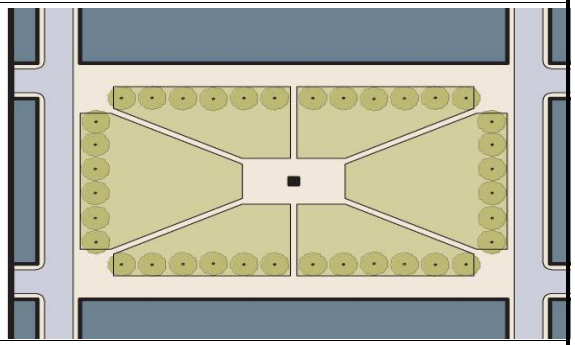
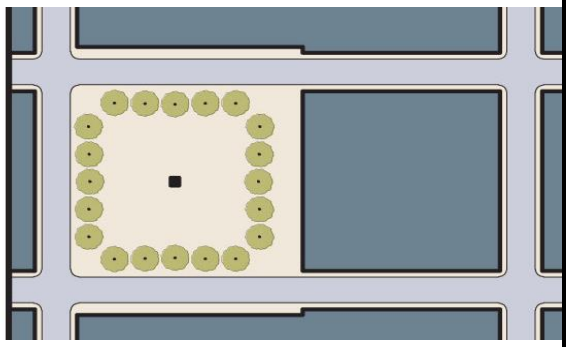
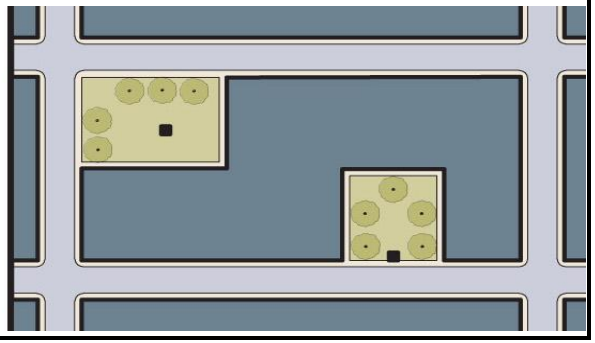
7.2 On-Street Parking and Loading - *RESERVED*

8.0 PUBLIC AND PRIVATE OPEN SPACES

8.1 Existing Public and Private Open Spaces

West Concord's Village Center developed during a late 19th century boom which focused on the needs of transportation and industry over public amenities. As such, little space or consideration was given at that time to landscaping or vegetation, or to the creation of formalized open spaces. The Village's economic shift away from industrial production and the removal of two rail lines has in many ways dramatically changed the landscape of West Concord Village, creating possibilities for integrating vegetation into the Village Center which may not have previously existed. Such spaces are valuable opportunities to increase the green space in West Concord by establishing the pocket parks and social spaces which the existing development pattern lacks. Lighting, maintenance needs, and safety concerns should be considered in determining which of the following forms might be most appropriate to a site.

8.1.1 PUBLIC AND PRIVATE OPEN SPACE TYPES		
GUIDELINE	**General Guideline:** Additional green space and visual interest can be added to the West Concord Village Center through the creative development of the area's unused or underutilized parcels.	
8.1.1.A	**Parks -** A formal preserve available for passive and active recreation and public gatherings. A park may be independent of surrounding building frontages. Its landscape should consist of paths and trails, meadows, woodland and open shelters, all naturalistically disposed. Parks may be lineal, following the trajectories of natural corridors. The minimum size should be 20,000 square feet.	
.1.1.B	**Greens -** An open space, available for unstructured recreation and public gathering. A green may be spatially defined by landscaping rather than building frontages. Its landscape should consist of lawn and trees, naturalistically disposed. Greens in the West Concord Village Center should have a minimum size of 12,500 square feet and a maximum size of 2 acres.	

8.1.1 PUBLIC AND PRIVATE OPEN SPACE TYPES		
GUIDELINE	**General Guideline:** Additional green space and visual interest can be added to the West Concord Village Center through the creative development of the area's unused or underutilized parcels.	
8.1.1.C	**Squares -** An open space available for unstructured recreation and civic purposes. Building frontages spatially define a square. Its landscape should consist of paths, lawns and trees, formally disposed. Squares should be located at the intersection of important thoroughfares and have a minimum size of 4,000 square feet and a maximum size of 8,000 square feet in the West Concord Village Center.	
8.1.1.D	**Plazas -** An open space, available for civic purposes and commercial activities. A plaza shall be spatially defined by building frontages. Its landscape shall consist primarily of pavement. Trees are optional. Plazas should be located at the intersection of important streets and have a minimum size of 2,000 square feet and a maximum size of 4,000 square feet in the West Concord Village Center.	
8.1.1.E	**Playgrounds -** An open space designed and equipped for the recreation of children. A playground should be fenced and may include an open shelter. Playgrounds should be interspersed within residential areas and may be placed within a block, or included within parks and greens. There is no recommended minimum or maximum size for playgrounds in the West Concord Village Center.	

9.0. PUBLIC AND PRIVATE ROADWAY AND STREETSCAPE DESIGN

The distinctive character of West Concord's Business and Industrial Districts is due not just to its buildings, but to the streetscape and environment in which they are located. As such, the scope of these guidelines is intended to be much broader than just the detailing of Village Center buildings. Design, care, and purpose should also be considered when the area's other defining elements - its streets, sidewalks, parks and parking areas - are constructed and installed. Below are listed some, but certainly not all, of the factors which should be considered in making changes to the exterior landscape of West Concord. These design guidelines have been developed for the area as a whole, and apply to both existing and newly developed sites equally.

9.1. Private Streetscape Design

West Concord has some interesting public and private opportunities for adding landscaping and vegetation. The open corridor created by the MBTA rail line where it crosses Commonwealth Avenue is an opportunity to add character to the streetscape by the addition of planters, flowers, and decorative grasses. Plantings and trees could be used to create green corridors and walkways to other commercial areas, inviting pedestrians to explore beyond the main streets and promoting those businesses which may otherwise lack visibility or main street presence. Such corridors provide valuable opportunities to increase the green space in West Concord and to create pocket parks and social spaces which the existing development pattern lacks. Landscaping can also be an important tool for screening parking and service areas from public view.

West Concord's Industrial District was laid out at the turn of the last century. As such, it was not designed with public amenities in mind and little or no effort was made to beautify the landscape or screen unwelcome areas. Further, these visually unappealing areas generally turned their backs on their pedestrian friendly Business District neighbors, essentially creating a barrier marking the distinction between the two. However, as heavy industry died out in West Concord's Industrial District, this distinction became less pronounced. Green space has begun to be introduced, and as more and more of the buildings are converted to retail and service industry space, there is a clear need to link the area to the more pedestrian friendly Business District and to create an attractive and inviting environment for potential customers. The addition of plantings and trees can be an excellent solution to this problem and is highly recommended. By using trees to create green corridors and walkways, pedestrians are invited to explore beyond the main streets and discover those businesses which may otherwise lack visibility or main street presence.

Both Beharrell Street and Bradford Street branch off of Commonwealth Avenue in visually unappealing ways. At Beharrell Street, a narrow sidewalk lines the wide, open street - the entire area is paved and the effect is bare and uninviting. The addition of street trees to guide pedestrians into the space, with plantings, planters or window boxes added at intervals to lend additional interest, would create a more prominent and inviting entrance to the area. Further, property owners should take advantage of Beharrell Street's unusual existing design, which opens up at its center and is already dotted with green open spaces. These spaces could be enhanced with additional plantings and linked to create an open park which would serve as both a destination for pedestrians and a focal point around which existing businesses are centered. In short, this area offers ample space and opportunity for creating inviting micro parks and gathering spaces, and property owners are encouraged to develop these ideas to bring customers closer to their doors.

Bradford Street is narrow at its Commonwealth Avenue entrance. Its deeply shaded entrance has the same effect as Beharrell Street of discouraging pedestrians from entering. As with Beharrell, landscaping efforts can be used to create an inviting entrance to the area. The addition of a sidewalk and elements such as planters, flowers, and decorative grasses would help to draw pedestrians into the area. Street trees could be added farther down the road to continue this effect. While this area lacks the wide open center of Beharrell Street, the deep gaps between the existing mill buildings could be designed to include additional plantings, walkways, and seating areas to draw pedestrians up to the buildings and create the same sense of destination as was suggested earlier. Plantings may also be helpful in establishing the main entrance to these buildings and providing guidance for customers as to where to proceed.

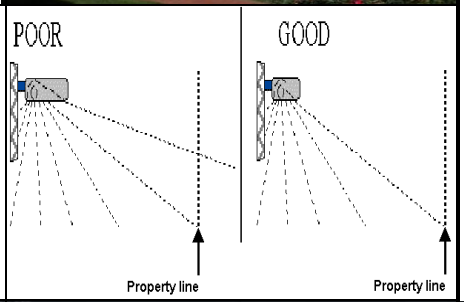
9.1.1. Site Landscaping and Streetscaping

Site enhancements such as landscaping, signage, lighting, pedestrian furniture, plantings and paving should be used to preserve and enhance the character of the surrounding area. Materials, colors, textures and grade should also be chosen to compliment the original architectural and landscape design style of the structure or site. In the West Concord Village Center, these details should blend in with their surroundings to create a diverse, functional and unified streetscape.

9.1.1 Site Landscaping and Streetscaping		
GUIDELINE	**General Guideline:** Proposed development lighting, landscaping and streetscape improvements should be compatible with the desired character and appearance of West Concord's Business and Industrial Districts.	
9.1.1.A	**Streetscape Elements -** Streetscape Elements should be compatible with the design, style and character of surrounding building and landscape features. The scale of ground-level design elements such as porches, plazas, parks, pedestrian furniture, plantings and other street and site elements should be determined by, and directed towards, the use, comprehension and enjoyment of pedestrians.	
9.1.1.B	**Landscape Elements -** Landscape Elements should include topography, plantings and paving patterns to provide continuity and definition to the street, pedestrian areas and surrounding landscape. Generous and extensive landscaping should be included on property grounds and within parking areas.	
9.1.1.C	**Street Trees (applicable to public and private streetscape design) -** Street trees should be carefully planted to screen unattractive views, such as blank walls, and between buildings where there is a significant variation in elevation. Selected street trees should be a minimum of 3 inch caliper at breast height when planted and should be both native to the region and salt and drought tolerant. Street trees should be pruned up to 10 feet so as not to obstruct views of storefronts, doorways and window displays.	

9.1.1 Site Landscaping and Streetscaping	
GUIDELINE	**General Guideline:** Proposed development lighting, landscaping and streetscape improvements should be compatible with the desired character and appearance of West Concord's Business and Industrial Districts.
9.1.1.D	**Alleyways** - The construction of any new buildings should provide for the creation of pedestrian alleyways, where appropriate, in order to allow for passageways to parking and adjoining streets. 

9.1.2 Lighting	
GUIDELINE	**General Guideline:** The Town of Concord takes light pollution and its effects on the surrounding community very seriously. Property owners are encouraged to meet their lighting goals by using the fewest fixtures possible to light the specific target area, and should avoid fixtures that allow light to spill sideways or into the sky.
9.1.2A	**Parking Lot Lighting and Landscaping** - Parking area lighting should be directed downward with illumination from multiple light sources. 
9.1.2B	**Streetscape Lighting** - Light fixtures should be compatible with the architectural style of West Concord's Business and Industrial Districts and contribute to the overall landscape. "Dark Sky" style fixtures which include shields to direct light downward are strongly recommended. 

9.1.2 Lighting		
GUIDELINE	**General Guideline:** The Town of Concord takes light pollution and its effects on the surrounding community very seriously. Property owners are encouraged to meet their lighting goals by using the fewest fixtures possible to light the specific target area, and should avoid fixtures that allow light to spill sideways or into the sky.	
9.1.2C	**Fixture Styles** - Lighting can be both an element of the landscape and an architectural element of a structure. New lighting fixtures should be of a design and scale that is appropriate to the architectural style and period of the building and in keeping with West Concord's general style**.** "Historic" fixtures which have unshielded lamps or bulbs can be a source of nighttime glare and light spillage and are discouraged.	
9.1.2D	**Glare and Shielding** - "Dark Sky" fixtures which properly shield and direct the light are the best solution for even the most historic structure. Care should always be taken to avoid using fixtures which allow light to send glare onto streets, public ways, or adjadcent properties, including open space.	
9.1.2E	**Intensity and Illumination** - Property owners should consider fixtures that provide indirect lighting with an even illumination level. Fixtures should also have an intensity and distribution of lighting that is appropriate to the building and area. Flashing, pulsating, or similar dynamic lighting is discouraged as it can pose a hazard to motorists.	

9.1.2 Lighting		
GUIDELINE	**General Guideline:** The Town of Concord takes light pollution and its effects on the surrounding community very seriously. Property owners are encouraged to meet their lighting goals by using the fewest fixtures possible to light the specific target area, and should avoid fixtures that allow light to spill sideways or into the sky.	
9.1.2F	**Interior Lighting -** Property owners may also want to consider how interior lighting, especially if intended to be seen from the public way, affects the exterior appearance of the building and how best to design this lighting to draw attention to a display or business notice.	
9.1.2G	**Site Lighting -** Site or up-lighting, such as for façades, signs, fountains, and landscaping, or "wash' lighting of building façades is strongly discouraged.	

9.1.3 Street Furnishings

An inviting streetscape is key to West Concord's overall appeal and street furniture can play an important role in how the environment is experienced. Street furniture can cover a number of categories. It can be decorative and add character to an otherwise undeveloped area or it can provide seating or other amenities for enjoying the existing streetscape.

9.1.3 Street Furnishings		
GUIDELINE	**General Guideline:** Street furnishings should be chosen to compliment the design of the site and streetscape.	
9.1.3A	**Planters and Window Boxes** - With so little available green space for planting in the Village Center, planters and window boxes are encouraged as an excellent way to add color and decoration which is compatible with the surrounding landscape.	
9.1.3B	**Street Furnishings in Business District** - Benches, bicycle racks, sculptures, lighting, or water features may be positive additions to the streetscape but should be carefully chosen so as to assure compatibility with the existing character of West Concord's Business District.	
9.1.3C	**Street Furnishings in Industrial District -** West Concord's Industrial District shows great potential for housing vibrant community spaces and street furniture can help to encourage these goals. As noted above benches, bicycle racks, sculptures, lighting, or water features may be positive additions to the streetscape but must be carefully chosen so as to assure compatibility with the character of the Industrial District.	

9.1.4 Fencing and Screening		
GUIDELINE	**General Guideline:** Fencing should be used only where necessary to define rear or side property lines, the boundaries of a parking area, or to screen dumpsters or machinery from view. Wherever possible, property owners are advised to use plantings and landscaping to define outdoor spaces instead.	
9.1.4A	**Location in Business District** - Fencing within West Concord's Business District should be limited and set well back from the public road, with the fencing along the commuter rail tracks being the notable exception.	
9.1.4B	**Location in Industrial District -** This District is designed with large, open spaces that provide ease of access for moving materials and goods in and out of its buildings. Historically, fencing would have provided a barrier to that access, and so it is understandable that there is no fencing in the Industrial District. To preserve the open, campus style character of this area, the addition of future fencing is strongly discouraged. Where fencing is absolutely necessary for safety or screening purposes, it should be set well back from the road or at the rear of buildings to preserve the area's open character.	
9.1.4C	**Materials** - The use of traditional fencing materials such as wood, granite/stone, wrought or cast iron, or alternatives to wrought or cast iron fencing such as black steel or aluminum fencing, is highly recommended. Vinyl and chain link fencing is not recommended as both are out of character with the materials and architectural styles found in West Concord and have a utilitarian appearance which detracts from the streetscape.	

9.1.4 Fencing and Screening		
GUIDELINE	**General Guideline:** Fencing should be used only where necessary to define rear or side property lines, the boundaries of a parking area, or to screen dumpsters or machinery from view. Wherever possible, property owners are advised to use plantings and landscaping to define outdoor spaces instead.	
9.1.4D	**Height and Placement** - Fence height should relate to its location on the site with taller, solid fencing at the rear of the site and lower and more open fencing towards the front. Installing fencing directly along the sidewalk or roadway is typically discouraged, as it can block views to the building and present a walled-off appearance to the street. In some limited cases, fencing may be desirable at the front of the building when it can be set back far enough so as not to impact the public way. In these cases, open and low (under 42") fences, such as picket fences, are recommended.	
9.1.4E	**Style -** Fences should be chosen to be in keeping with the architectural style, proportion, and materials of the existing buildings on the site.	

9.2. Public Roadway and Streetscape Design

While these design guidelines focus primarily on potential changes to private properties, it is important to note the impact which public improvements have on the streetscape and general character of West Concord's Business and Industrial Districts. New signage, paving, traffic improvements, street lights, etc. can also be considered and installed with an emphasis on maintaining and improving the pedestrian experience. Landscaping should be installed where possible to add greenery and variety to the streetscape. New street lights should be in keeping with the period and style of West Concord's significant building, and also meet the needs and requirements mentioned in the previous "Lighting" section. In the same respect, any new street furniture installed by the Town, such as benches, planters, garbage receptacles, etc., should also be considered in respect to the previous section on "Street Furniture."

Specific roadway design standards are contained in the Town of Concord Subdivision Regulations. Any variation from these standards will require the approval of the Town. Variations should only be considered when they provide alternatives specific to West Concord's Business and Industrial Districts which integrate auto, transit, bicycle, pedestrian, and streetscape design elements.