

**DESIGN REVIEW BOARD  
TOWN OF WESTBOROUGH**

**DESIGN  
GUIDELINES**

**Adopted October 7, 1998  
With Amendments through November 18, 1998  
December 13, 2001, May 15, 2007 and August 16, 2012**

# Design Guidelines Manual

## Table of Contents

|   |    |
|---|----|
| Introduction  | 6  |
| Purposes of the Design Guidelines Manual                    | 6  |
| Downtown Westborough's Historic Character                   | 6  |
| Definitions   | 9  |
| What is a Historic Building?                                | 9  |
| Definitions of Building Types                               | 9  |
| 1. Theme Buildings  | 9  |
| 2. Landmark Buildings                                       | 9  |
| 3. Transitional Residential Buildings                       | 9  |
| 4. Anomaly Buildings  | 9  |
| Applicability   | 10 |
| Demolition of Historic Buildings                            | 10 |
| Alterations to and Renovations of Historic Buildings        | 10 |
| Alterations to non-Historic Buildings                       | 10 |
| New Buildings   | 10 |
| Downtown District Boundaries                                |    |
| Distribution of Building Types                              |    |
| Design Guidelines   | 12 |
| 1. Building Setbacks  | 13 |
| 2. Building Height and Width                                | 14 |
| 3. Renovations to Anomaly Buildings                         | 15 |
| 4. Buildings on Corner Lots                                 | 16 |
| 5. Roofs  | 17 |
| 6. Building Articulation                                    | 18 |
| 7. First Floor Facades                                      | 19 |
| 8. Upper Floor Window Arrangements for Theme Buildings      | 20 |
| 9. Upper Floor Window Design for Theme Buildings            | 21 |
| 10. Facade Materials  | 22 |
| 11. Cornices on Theme Buildings                             | 23 |
| 12. Facade Detailing  | 24 |
| 13. Mechanical Equipment                                    | 25 |
| 14. Drive-Through Commercial Services                       | 26 |
| 15. Signs   | 27 |
| Appendices  | 30 |
| 1. Secretary of the Interior's Standards for Rehabilitation | 33 |
| 2. Commonwealth of Massachusetts MGL Chapter 40C Standards  | 35 |

# **Index of Photographs**

# **Design Guidelines Manual**

## **Westborough**

### **Design Review Board Area**

#### **PURPOSE**

Westborough's Design Review Board Area (DRBA), the area within 2500 feet of the Rotary, is rich in architectural variety reflecting many phases of the town's history in design and in the various zoning designations: industrial, commercial and residential. The DRBA also incorporates the Gateway II (G2) area defined as parcels fronting along East Main Street, extending from Water Street to Lyman Street. And, also the Transit Orient Village (T-OV) Overlay District defined in Zoning as Industrial C (IC).

The recent development in the DRBA is typical of the building boom throughout the town in recent years. In 1985-1987, a Downtown Revitalization Program was undertaken to encourage a sense of the unity of the downtown area. The planting of the Bradford Pear trees along East and West Main, Milk, and South Streets is an example of projects undertaken to enhance the Downtown District's interesting and varied nature.

The concept of a Design Review Board for Downtown Westborough builds on this effort to revitalize the area around the Rotary, to continue to enhance its natural and aesthetic qualities, and to protect and preserve the historic and cultural aspects of this area. This concept extends to the abutting Gateway II District (G2) to protect and promote the former residential character of the Gateway District extending into the Downtown. Further, the Design Review Board (DRB) is charged with the responsibility of creating a village architectural context for the new neighborhood to be created in the T-OV District. The DRB will reflect upon traditional New England style architectural elements, integrating these with an overall Area Concept Plan for this District.

The Design Review Board was established by a vote of Town Meeting on March 15, 1997; the seven members are appointed each year by the Planning Board. The purpose of the Design Review Board is to provide a detailed review of external structural design and/or exterior alterations having substantial impact on any building, except single or two family residences, within 2500 feet of the Rotary. Board membership must consist of residents of the town as follows: Planning Board member or his/her designee; one person qualified by training in architecture or landscape design; one person owning business property in the Downtown District; one person qualified by training in graphic arts or design; one member of the Historical Commission; and two alternates, one of whom shall be a business owner in the area.

The Board derives its authority and responsibilities from Zoning Bylaw Article 1, Section 1200, Administration, subsection 1240, Site Plan Review and subsection 1241, Design Review. It reviews requests for external alterations and new construction within 2500 feet of the Rotary for compliance with the Design Criteria listed in the bylaw and the Design Guidelines, and makes recommendations to the Planning Board. Recommendations to the Planning Board are affected by the requirements of the Historical Commission as to proposed alterations of historic buildings in the Historic District. Alterations not needing a building permit, and also alterations

to buildings for single and two family residential uses will not be reviewed. In addition, buildings where external changes are not proposed are exempt from the design review process.

The purpose of this manual is to provide direction to property owners, business owners, and everyone interested in Westborough's DRBA and the G2 Zoning Districts. Further, it is the Design Review Board's mission to educate proponents and to cultivate an appreciation for the fine craftsmanship and the distinctive quality of the downtown area surrounding the Rotary and extending to the Gateway District. It is the Board's hope that this effort will encourage proponents to take an active role in creating development which respects and enhances that rich architectural mix. It is also the intent of the DRB to promote a new architectural context for a New England village neighborhood at the Transit Orient Village (T-OV).

Any applicable regulations, including exemptions and legal standards, should be obtained and reviewed prior to any plan submission or construction activities in the DRBA, G2 and T-OV Districts. Applicable regulations are available from the Town Planner at the Office of the Westborough Planning Board, Forbes Municipal Building, 45 West Main Street, Westborough, MA 01581.

These Guidelines were adopted October 7, 1998, and are amended with revisions through August 16, 2012.

#### DESIGN REVIEW BOARD

Debbie Schradieck, Chairman  
Nancy Galicki  
Mark Swiderski

Trevor Beauregard  
Devon Kurtz

# Introduction

The Town of Westborough has a thriving commercial and residential center which surrounds the area identified in this manual as the Design Review Board Area (DRBA). Its businesses are the heart of the Town and it is not so difficult to imagine the time when merchants, tradesmen and shopkeepers beckoned customers through their doorways in the early 1800's. The customers and browsers are still being called by the lovely nature and liveliness of the downtown and still feel very much welcomed, very often by name.

The storefronts have not changed dramatically on our venerable historic buildings which are built of brick and wood. We have restaurants, services and all shopping needs accommodated for the most part in buildings that have been renovated to display our proud history and sense of commitment to memories of the past as well as services needed for the present and future.

Our apartment residences are very frequently above the shops and recall high ceilings, fabulous moldings and no vacancies! These residences are found in buildings that represent the best in renaissance revival architecture, Victorian architecture and some colonial styles. There are also some structures that reflect twentieth century construction and are built of lighter brick and wood.

The alterations and additions to this thriving, lively and historic downtown should complement the past while implementing today's conveniences.

## Purposes of The Design Guidelines Manual

Present day Westborough enjoys a social, cultural, and economic vitality rare among American towns and small cities, in no small way due to its downtown's outstanding and irreplaceable architectural heritage. While the downtown has been blessed in recent years with some exemplary new buildings that compliment the existing architecture, and with restoration and renovation projects which preserve and enhance historic buildings, there are also examples of incompatible and damaging new development, remodeling, and additions. The Design Review Board provides the regulatory means by which the town can protect its downtown character from such degradation, and assure that new development or future alterations of existing historic buildings will respect and enhance the downtown built environment. It is the primary intention of this manual to help protect and reinforce the architectural heritage, inviting character, and economic viability of the DRBA.

The manual includes guidelines for the rehabilitation and protection of historic and aesthetically sensitive buildings as well as for new construction. The manual is meant to serve as a helpful aid for design and review of these downtown projects. The guidelines it contains represent timeless design principles derived from an analysis of Westborough's historic buildings and streetscapes, principles which are still suitable for today's building and commercial needs.

The physical character of downtown Westborough is largely defined by the continuity of historic multi-story commercial buildings built at the sidewalk's edge. This thematic backbone makes the downtown streets linear rooms of walkable public space linking a large variety of businesses and public amenities. This pattern is instrumental to the town's

strong community identity, and to the notably vibrant downtown retail economy which draws customers from far beyond Westborough. A particular aim of the guidelines is to reinforce the downtown's pedestrian-friendly character by protecting and augmenting the stock of quality thematic, multilevel buildings with storefronts, and extending this theme to the outlying portions of the DRBA.

## Downtown Westborough's Historic Character

### Background: The Architectural Legacy of a Vital Community

Residents of Westborough are very conscious of the town's historic importance, since its beginnings in the 17th century, but certainly from its development into an institutional and commercial center in the 19th century.

One of the ways we know this consciousness or civic pride has existed is its expression through architecture: the way in which the town's architecture has been created, maintained and preserved. There have been lapses in judgment, to be sure, and times when razing whole blocks of the downtown seemed both progressive and inevitable. But whether by reason of collective wisdom or of uncooperative economics, the lapses were minimal and what we have today in the Westborough downtown district is an extraordinarily fine collection of 19th and 20th century residential, institutional and commercial buildings which continues to assert the town's significance.

### The Serendipitous Effect of Plan and Topography on Character

Westborough's downtown district has a definable character shaped by its street layout and topography as well as by its architecture.

### Residential Buildings and the Picturesque Architecture of the 19th Century

The mixture of building types and styles contributes to this character as well. Off Main Street, residential buildings, dating mainly after 1850, are Greek Revival, Italianate, Gothic Revival, Queen Anne, Mansard and Colonial Revival in style. Most have kept their residential appearance even when they are in commercial use. Their smaller scale and domestic origins contribute to the district a neighborhood feeling, enhanced by the visual pleasure of their architectural detailing on brackets, turned porch posts, worn clapboards, fine window muntins and decorative brickwork.

They make an important historical contribution, as well, by documenting the development of the town as it progressed from a rural residential area to a commercial! residential center during the second half of the 19th century.

### Institutional Buildings from Romantic Victorian to 20th Century Revivals

The town's pride is clearly expressed in its institutional buildings, both civic and cultural. These institutional buildings are key elements of the downtown district's character. They establish its high architectural standards and represent some of the best of the Gothic Revival, High Victorian Gothic, Romanesque Revival, and Classical Revival styles. Most, if not all, are architect-designed, and carefully-considered siting often enhances their impact on the streetscape. They are detached, often rise above the majority of the district's

buildings in height, are frequently set on rises, may provide a terminus to a street vista, occupy corner lots with stylistically developed street facades, or may be set back from the street line to distinguish them from commercial neighbors.

### Commercial Buildings from 19th Century Revivals to American Movement Styles

Commercial buildings in groups, rows or pairs, collectively form the architectural equivalent of the backbone of the downtown district. Within their overall consistency of masonry construction, plan and elevation, scale and proportion, they show a remarkable amount of variety and detail, so that monotony is avoided, and a consistently high level of craftsmanship is demonstrated. Much of the variety occurs at the ground floor level, but the 19th century's segmentally arched windows, multi-paned sash, ornamental lintels, sills, brickwork and occasional pressed metal cornices have been retained on the upper stories, and offer considerable variety as well.

Westborough's downtown commercial buildings encompass more than a century of construction, dating from ca. 1820, and represent an unusually complete history of the technology of commercial construction.

No matter what the overall style of the building, commercial storefronts, more often than not, follow one of several traditional configurations. Most common is a center, recessed entry flanked by glass storefronts seen. For narrower lots, a slightly recessed entry adjacent to a single glass storefront is used. For corner sites, an angled corner entry behind its supporting post with storefronts on each street facade is the most traditional arrangement.

These traditional storefront systems, of both metal and wood framework, follow the street line, are set on paneled bases, and may incorporate high glass transoms.

### Industrial Buildings and the Character of Vernacular Architecture

Included in the commercial category are several former industrial buildings that add their distinctive shapes to the streetscapes.

A standard industrial elevation is repeated in mill towns throughout the commonwealth - a low, front-gabled roof above multiple stories of segmentally arched windows. The varied and purposeful history that these few industrial buildings convey adds a full dimension to the DRBA's character.

# Definitions

## What is a Historic Building?

For the purposes of this manual, a “historic” building is hereby defined as a building, or portion thereof, constructed prior to 1945 that retains significant original features which are either presently visible or which may be made visible through rehabilitation efforts.

## Definitions of Building Types

Buildings in Westborough’s downtown district can be grouped into four general types. These building types, as defined below, will be referred to throughout this manual.

### 1. Theme Buildings

”Theme” buildings are typically Victorian period, minimum 3 story with maximum building heights consistent with the Town’s Zoning regulations, masonry commercial buildings with no front or side setbacks, highly glazed first floor storefronts, rhythmic arrangements of vertical upper story windows, decorative cornices, and other historically appropriate articulation and detailing. The Design Review Board has determined that “Theme Buildings” for the DRBA shall be The Keating Building – 21 East Main Street; The Park Building – 32 West Main Street; The Henry Block – 21 South Street.

### 2. Landmark Buildings

“Landmark” buildings are architecturally distinctive, usually free-standing buildings, with significant property setbacks and landscaped spaces on one or more sides. Often, they display distinctive, visible roofs or roof features. They were frequently built, and are still often used for, civic, religious, or cultural purposes. This category also includes some high quality historic residential buildings.

### 3. Transitional Residential Buildings

“Transitional residential” buildings are those within the district which were originally constructed as residences, and continue to display features typical of residences, although many have been converted to commercial use. Such buildings are usually of wood frame construction, have front and side yard setbacks, and retain original stylistic features or proportions.

### 4. Anomaly Buildings

“Anomaly” buildings are those which do not fit into any of the three prior categories, and in many instances do not “fit” stylistically or visually in the fabric created by the other three building types. They are usually modern (post-1945) one-story buildings. Others are “trademark” buildings (those of a design unique to a particular franchise business), or are multi-story buildings with features, scale, massing, or materials which are not compatible with the character of downtown Westborough. However, some anomaly buildings are early 20th century single story structures with historic or visual value. Still others are those

which--if designed more appropriately--might otherwise be considered landmark buildings because of their civic or religious use, cultural prominence, or siting.

### **III. Applicability**

#### Demolition of Historic Buildings

Demolition of historic buildings (those built prior to 1945) should be considered only after all reasonable alternatives--especially rehabilitation--have been fully considered. For historic landmark or theme buildings, demolition should be considered only when the building is unusable or is functionally and structurally obsolete, and when an appropriate new building has been designed to replace it. Demolition of historic transitional residential or historic anomaly buildings should be considered only when the building is unusable or is functionally and structurally obsolete, and when an appropriate new building has been designed to replace it; however, an approved new theme building may replace a transitional residential building regardless of its condition.

#### Alterations to and Renovations of Historic Buildings

Alterations to and renovations of historic buildings should incorporate measures to protect and preserve historic character and features. The Secretary of the Interior's Standards for Rehabilitation of Historic Buildings, outlined in appendix II, provides helpful reference guidelines for historic rehabilitation.

#### Alterations to non-Historic Buildings

Alterations to non-historic buildings that nevertheless display architecturally significant design features should be made in ways which are stylistically compatible with the existing building.

Alterations to anomaly buildings should be directed towards making such buildings more consistent with "Theme Buildings", in accordance with guideline no. 3 of the following section in this manual.

#### New Buildings

A new building's architectural character should respect the existing historic character of adjacent buildings and of the downtown as a whole. Its character should be consistently developed throughout its design, articulation and detailing. By closely following the design guidelines presented in this manual, a building should result which blends compatibly into the downtown architectural fabric.

It is one of the purposes of this manual to encourage the creation of "Theme Buildings" in new construction for the downtown district. Achieving and maintaining a critical mass of theme buildings is key to retaining and enhancing the well defined street spaces which give the downtown its distinctive, coherent character. Construction of new theme buildings is appropriate for most building sites in the downtown district.

Because of the importance of maintaining and creating a critical mass of "Theme Buildings" on downtown streets, construction of new landmark buildings is discouraged

for any locations where they would interrupt the continuity of existing theme buildings, or in areas dominated by historic residences.

Historic transitional residential buildings provide character, variety, and historic significance to the downtown. New buildings of this type are appropriate for sites already dominated by these buildings, but are not appropriate elsewhere in the district. Renovations and additions to existing historic residences should be compatible with the historic styles and features of those buildings. Nothing in this paragraph should be interpreted as discouraging new theme commercial buildings within clusters of transitional residential buildings.

“Anomaly” and “trademark” buildings are incompatible with the historic, vital character of downtown area.

# Design Guidelines

All photographs reproduced in this section were taken in Westborough's Design Review Board Area (DRBA) during *the summer of 2001*. They are meant to provide readers with familiar examples of both desirable and undesirable aspects of design and construction. Their inclusion here is meant only to help identify design attributes for present and future construction. In no way should the reader associate an illustrated undesirable building condition with the building as a whole, or with any owner or tenant who now occupies the building.

Building Setbacks

Building Height and Width

Renovations to Anomaly Buildings

Buildings on Corner Lots

Roofs

Building Articulation

First Floor Facades

Upper Floor Window Arrangements for Theme Buildings

Upper Floor Window Design for Theme Buildings

Facade Materials

Cornices on Theme Buildings

Facade Detailing

Mechanical Equipment

Drive-Through Commercial Services

Signs Located Above the First Floor

## Guideline 1: Building Setbacks

- Existing building setbacks for historic buildings should be preserved on all street sides, and on all sides containing park or public gathering spaces.
- For theme commercial buildings, there should be no front or side building setbacks except when necessary to preserve high quality views or to create quality public spaces.
- For landmark buildings, setbacks may vary depending on the need to preserve high quality views or to create quality public spaces.
- For transitional residential buildings, setbacks should align with typical existing setbacks in the neighborhood.

## Guideline 2: Building Height & Width

- The existing height and width of a historic facade should be preserved.
- New “Theme Buildings” should be at least three stories high to any street, but not more than 50’ tall. Street facade fenestration should be designed to appear to be at least 2 stories high, even if a building has only one interior story.
- New “Theme Building” facade heights should generally approximate those of adjacent buildings where feasible.
- New “Theme Buildings” which are wider than tall should be visually divided on street facades into one or more divisions, each taller than wide. Divisions should be defined by piers built into the facade at least 12’ wide and 4” deep, or of equivalent separation, on street facades.

### Guideline 3:

#### Renovations to Anomaly Buildings

- Historic anomaly buildings, including single-story early 20th century commercial buildings, should be renovated so as to retain historic features; such as original storefront elements and facade detailing.
- Renovations to existing anomaly buildings should normally follow all guidelines which tend to convert their character into that of “Theme Buildings” (see definition), unless such guidelines would be clearly incompatible with the character of existing features of the building which are to be retained.
- Renovations to existing one-story anomaly buildings should add additional stories when feasible, in ways which are compatible with existing features that are to be retained. If such added stories are not feasible, renovations should incorporate a visually compatible raised front parapet wall which is at least 4’ above the front roof eave height, and is at least 16” thick.

#### Guideline 4: Buildings on Corner Lots

- Existing historic features present on corner buildings should be preserved. These may include towers, rounded masonry corners, or angled corner entrances with corner support columns.
- All buildings on corner lots should present high quality and architecturally related front facades to both streets, in accordance with all other guidelines herein described. If one street is more heavily used, then the facade of a new or renovated building facing that street may be more highly articulated and/or detailed than the facade which faces the side street.
- A new or renovated theme or anomaly building on a corner lot should have highly glazed first floor facades with recessed entrances on both streets, in accordance with guideline #7, or, a traditional angled corner entrance with a corner support column, and additional entrances for any facade walls that are more than 30" wide.

## Guideline 5: Roofs

- Traditional roof features of historic buildings should be preserved where visible. These include roof style and pitch, historically authentic materials in good repair, overhang proportions and details, and corbeled masonry or pressed metal cornices.
- Roofs for new “Theme Buildings” should not usually be visible from streets, and should normally be screened by raised parapet walls with decorative cornices. Mansard roofs which encompass the top floor may be used for theme buildings of at least 3 stories.
- Roofs for new landmark or transitional residential buildings, or for additions thereto, should be traditional configurations of gables (between 8:12 and 12:12 pitch), hips, mansards, gambrels or sheds in keeping with the general style of the building.
- For any building, visible roofs should not rival or exceed walls in their respective visible proportions from street views.
- Roofing materials which are significantly visible from streets should be traditional materials such as slate, metal, tile, or reasonable facsimiles thereof, used in appropriate traditional combinations.

## Guideline 6: Building Articulation

- Historic building features which articulate the form of a building's facade should be preserved when present. Such features include bays, turrets, oriels, columns, roof pediments, dormers, large arched openings, etc.
- New buildings or additions may be articulated by means of bays, turrets, recesses, columns, large arched openings, etc., designed in a stylistically consistent manner. Such articulations should be designed to be compatible with other downtown historic buildings, especially those which are adjacent or nearby.

## Guideline 7: First Floor Facades

- Existing historic storefront elements such as cast iron pillars, bulkheads, original display windows, transoms, doors, and wall sign fascias should be preserved. New storefront designs and renovations are encouraged to incorporate and respect those elements.
- Historic landmark and transitional residential buildings should retain their traditional patterns of fenestration on the ground floor.
- First floor street facades of theme and anomaly buildings should have at least half their surface area in clear, non-mirrored, non-opaque glass. Bulkhead base walls should be built below first floor glass and should not rise less than 12” above outside grade, nor more than 30”.
- Theme or anomaly street facades should have at least one doorway every 40’, recessed at least 36” from the sidewalk.
- Replication of a storefront which is as historically authentic as possible to its building is encouraged, but not required.
- Exterior security bars or shutters on storefronts should be avoided where possible. Installation of any security measures should not damage historic materials or features.

#### Guideline 8:

- Upper Floor Window Arrangements for Theme Building Street Facades
- Historic window arrangements, including lintels, sills, and masonry surrounds, should be preserved when present.
- Windows for new theme buildings should be organized so as to create rhythmic, symmetrical patterns. Windows should be aligned vertically and horizontally.
- On new “Theme Building” facades, windows should cover a minimum of 20% and a maximum of 40% of the facade area above the first floor (coverage based on window outer frame size).
- New window header heights should align horizontally with those on at least one adjacent building where feasible.
- On new “Theme Building” facades, windows should be evenly spaced in the horizontal direction, with no more than 1.25 window frame widths between windows or from windows to building corners. Exceptions may be made if windows are arranged in groups.
- New horizontal window groups should form rhythmic, symmetrical patterns on the building. Within groups, there should be a wall space between window frames of not more than 1/2 window width. Such wall spaces shall be of masonry materials the same as or compatible with other facade materials. Wall spaces between or next to new window groups should be no more than 6’ wide.
- New windows may be symmetrically ganged without intervening masonry wall spaces if the total width of a set of ganged windows is not more than 6’.
- If sets of ganged windows are evenly spaced on the facade, the distance between them should be no more than 1.25 times the width of an individual window in the gang. Exceptions may be made if ganged windows are arranged in groups.
- New ganged windows may be grouped if there are wall spaces between ganged groups of not more than 1 / 2 the width of an individual window in the gang. The distance between window gangs or between a ganged window group and the vertical edge of the facade should be no more than 6’.
- New window bays may be used if they are designed and applied in a historically appropriate manner, are arranged symmetrically or centrally on the building, and are not individually wider than 1/3 of the overall facade width. Spacing of window bays should follow the preceding two guidelines for ganged windows.

## Guideline 9: Upper Floor Window Size & Design for Theme Building Street Facades

- When present, historic window components should be preserved, or replicated if replacement is necessary. Such elements include rectangular or arched wood-framed windows, divided light sash, ornamental and structural lintels and sills, and special masonry surrounds. Replacement may be with different materials if visually equivalent.
- Windows for new buildings should be of a size and design compatible with nearby buildings, using clear (not mirrored) glass.
- Typical new windows should be vertically oriented rectangles or arched tops with a frame height-to-width ratio between 1.67 and 3.0 (5:3 to 9:3). There should be some traditionally appropriate horizontal division within the frame, but not snap-in grilles. Divisions should be equal, or nearly equal, in size. Ratios, shapes, orientations, and divisions may differ for small windows below the cornice, on storefront facades, and in some other special locations.
- The width (outside of frame) of new window openings should be between 2' and 3'.
- New windows should have visible, historically compatible masonry sills and lintels (or masonry arched tops). Sills or lintels may consist of decorative brick accents in brick facades, with vertical orientation or color.
- New window openings on a given floor should be no taller or wider than those on the floor below.

## Guideline 10: Facade Materials

- Historic building materials should be preserved when present. Such materials include wood, stone, brick, cast stone, cast iron, and pressed metal.
- For Theme and Landmark buildings, wall surfaces which are visible from streets should be predominantly brick and/or traditional varieties of stone. Ornamental metal detailing may be used if historically appropriate. Facsimile materials which replicate an appropriate historic appearance of brick, stone, or metal are also acceptable. Stucco is an acceptable surface for walls not fronting on a street.
- For transitional residential construction on side streets, traditional wood clapboard siding and wood trim should be used. These buildings may incorporate other building materials which are historically compatible with wood clapboards. Vinyl siding is inappropriate. When siding is applied, it should leave all existing trim and structural features, such as brackets, corner boards, hoods, etc., undisturbed and visible.
- Mortar joints for new masonry construction should be no more than 3/8" thick for brick, or 1/2" thick for other masonry elements if they are at least 8" high x 16" wide. Mortar color should not significantly contrast with the masonry in hue or darkness.
- Windows for new transitional residential construction should be consistent in appearance with those of historic residential buildings in the neighborhood.
- For all construction, materials should be combined in historically appropriate combinations.
- Materials which are to be painted, such as previously painted facade materials and window frames, should be repainted in colors which complement the materials of surrounding historic buildings.
- Unpainted facade materials on historic masonry buildings should be painted only after careful consideration.

## Guideline 11: Cornices on Theme Buildings

- Historic cornices of corbeled brick, pressed metal, or wood should be preserved when present.
- Decorative cornices at least 2' high should be built on the street facades of new Theme Buildings, and should reflect the detailed, pendant-like patterns or other rich patterning apparent in adjacent and nearby historic buildings. Such cornices should be corbeled or otherwise in horizontal relief to the street.

## Guideline 12: Facade Detailing

- Historic facade details should be preserved when present. Such details may include quoins, brackets, decorative brickwork, incised ornament, carved columns, etc.
- New construction should respond to the small scale detailing of surrounding historic buildings by displaying stylistically consistent, compatible detailing on street facades.
- “Trademark” building details (conspicuous “signature” architectural elements other than signs which are unique to a particular franchise business) are not consistent with the historic character of the DRBA.

### Guideline 13: Mechanical Equipment

- For historic buildings, fire escapes, window-mounted air conditioners, or other mechanical features should not be installed in ways which irreversibly damage historic features or materials. On masonry buildings, mounting hardware should be attached to mortar joints rather than to the masonry itself.
- Rooftop mechanical equipment should not be visible from street views.
- Where feasible, fire escapes, window-mounted air conditioners, or other mechanical features should not be located on facades which front major streets.

#### Guideline 14: Drive-Through Commercial Services

- Stand-alone drive-through commercial services are incompatible with the historic character, pedestrian activity, and restricted traffic patterns of the DRBA, and should therefore not be located so as to be visible or accessible from downtown streets.
- If access can be provided for a drive-through by means other than a downtown street, then a stand-alone drive-through may be located in the district, but should only be located so as not to be visible from downtown streets.

## Guideline 15: Signs

General: Signs shall be in keeping with the character of underlying District, signs shall be made by a design professional and reflect the architectural character of the District.

- Historic sign fascia bands above first floor storefronts should be preserved when present.
- Westborough's Zoning Ordinance provides regulations on sign quantity, size, and placement. *Those regulations normally limit signs in the DRBA district to one main wall or awning sign per facade per establishment. These regulations are compatible with the downtown district's character.*
- New business signs should normally be placed in the flat fascia band above first floor glazing, or should be contained within a fabric (not rigid) awning. Signs should not be placed so as to obscure special historic features or detailing.
- Signs should be mounted so as to avoid irreversibly damaging historic building features or materials. Mounting hardware for masonry buildings should be attached to mortar joints rather than to the masonry itself.
- Signs shall be externally lit

**DESIGN REVIEW BOARD  
SIGN GUIDELINES APPROVAL CHECKLIST**

**Signs shall be in keeping with the character of underlying District, signs shall be made by a design professional and reflect the architectural character of the District.**

Please use the following as a worksheet to help provide the information to satisfy sign requirements.

**15.1 Type (Style) of Signs:**

- |  |  |
|--|--|
| <input type="checkbox"/> Projecting (hanging) signs  | <input type="checkbox"/> Mixed media                             |
| <input type="checkbox"/> Wall-mounting signs         | <input type="checkbox"/> Accessory signs (temporary & permanent) |
| <input type="checkbox"/> Ground (freestanding) signs | <input type="checkbox"/> Awning signs                            |
| <input type="checkbox"/> Roof signs                  |  |

**Projecting and Hanging Signs:** Are to meet the requirements for either Wall Mounted or Ground Mounted signs; whichever is most appropriate for the specific sign style being proposed.

(Zoning Bylaw, Section 3316: Any sign any part of which projects more than ten (10) inches from a supporting wall of any building shall not be permitted.)

**Wall mounted Signs:** May be square, rectangular, oval or scroll shaped. Combinations of these shapes may be permitted. Decorative borders, routed edges and pediments may be used to provide additional design detail beyond simple flat panels. Wall-mounted signs using visible mounting hardware shall use metal hardware appropriate to the period of the sign. Wall-mounted signs shall have no dimension (height or width) less than 12” and a total area of no less than 144 square inches. (Zoning Bylaw, Section 3317: Signs affixed to an exterior wall of any building shall be permitted only if conforming with the following:

- a. All parts of said sign shall be within 10 (10) inches from its supporting wall;
- b. Sign area shall not exceed fifteen (15) percent of the wall area with which it is viewed;
- c. Said sign shall not extend beyond the wall dimensions, horizontally or vertically.

**Ground Mounted (freestanding) Signs:** Are to be either post-mounted or post-and-arm. Post-mounted signs shall be either single-post or double-post. In all cases, posts can be no smaller than 4 inches square or 4 inch diameter circular, shall be at least 4 feet tall, and shall be capped with decorative pediments. Signboards shall be mounted atop single posts, between double posts, or hung from the post-and-arm assembly using metal hardware appropriate to the period of the sign. Signboards may be square, rectangular, oval, circular or uniquely shaped to provide additional visual “content” associated with the premises (e.g. a locksmith signboard may be shaped as a key).

**Roof Mounted Signs:** Roof mounted signs are generally discouraged. However, they may be approved subject to the appropriateness for the district. (Zoning Bylaw, Section 3319): Signs affixed to a building or roof shall not extend more

than twelve (12) feet above the height of the building. Any sign erected and maintained wholly upon or over the roof of any building with the entire support on the roof structure shall have a clear space, except for necessary structural supports, of not less than four (4) feet measured from the inside dimension of the wall toward which the sign faces.

**Mixed Sign Use:** Certain premises, because of their unique background, afford an opportunity to associate the past use as well as the current activity – for example a “Fire House Pub” sign. Such “mixed use” connects the sign’s content with a past use of the property are at the option of the applicant. If proposed they require Historical Commission approval for appropriate past use as well as current activity content.

**Temporary accessory signs:** Advertising signs mounted to motor vehicles or trailers and banner-type signs shall meet the same requirements as permanent signs within the area covered by these guidelines. (Zoning Bylaw Section 3320 and 3321): Signs which are mounted to any motor vehicle or trailer which is parked for the sole purpose of advertising or directing traffic to a business establishment on or off premise are prohibited except by Special Permit issued by the Board of Selectmen.

**Permanent accessory signs:** Are subject to the above guidelines most appropriate to their style (projecting, wall mounted, ground) as determined by the Design Review Board.

**Awning Signs:** Those signs created by applying lettering to permanently affixed awnings. Awning signs are regulated in the same manner as other signs with respect to all features.

**Digital, Electronic or Light Projected Signs shall not be allowed.**

- 15.2 Content:** Sign content shall relate exclusively to the premises on which the sign is located, or to products, accommodations services or activities on those premises. Signs may contain either lettering or graphic images, or both. **Signs may not contain phone numbers, internet browser addresses or email addresses.** Approval of each sign application includes approval of the specific text and images contained on that sign.

Describe contents of sign in detail:

---

---

---

- 15.3 Period of representation:** Sign shall be appropriate for the generic time period represented by the property and the District. All sign features shall reflect the appropriate time period. For the Downtown Business District, absent other evidence provided by the applicant during the application process, this period shall be considered “mid-to-late 19<sup>th</sup> century.”

Good faith compliance with these regulations will be interpreted as compliance with the generic Period of Representation. The Design Review Board or the Historical Commission will, upon request, provide additional information about the history of an individual property to assist the applicant in choosing the appropriate period of representation.

**15.4 Size:** Zoning ByLaws establish other requirements on size of signs; those requirements are in addition to the Design Review Board Guideline regulations and are not superseded by them. Applicants shall be solely responsible for meeting all these requirements.

**15.5 Lighting:** Only external, indirect lighting shall be allowed. (Internal lighting shall not be permitted.) Light bulbs shall be incandescent or equivalent coloring only. (Colored, fluorescent, or other lights other than specifically approved energy efficient lighting, will not be permitted.)

- “Wash” lights placed above/below the sign
  - Sofitt mounted lights
  - Gooseneck-type lights placed above/below the sign
  - Period fixtures placed near the periphery of the sign
- Type of bulb: \_\_\_\_\_

EXACT SAMPLES OF THE PROPOSED MATERIALS, COLORS, BACKGROUND, BORDER AND LETTERING STYLE WITH THE MANUFACTURER’S SPECIFICATIONS ARE TO BE PRESENTED TO THE DESIGN REVIEW BOARD.

**15.6 Materials:** High quality reproductions of these materials (such as wood composites or cast metal sign reproductions made in fiberglass) may, at the discretion of the Design Review Board be approved.

- Wood – painted and/or carved
- Cast metal – iron, brass or bronze
- Stamped metal – cooper, brass or tin
- Fabric – canvas or duck ) awning signs only)
- Decorative hardware shall be cast or forged iron brass or copper

**15.7 Colors:** Both background and lettering colors are subject to Design Review Board approval. Color choices shall reflect and be consistent with those of the context of the underlying District. Other colors may be permitted subject to the approval of the Design Review Board. Applicants must provide an exact color sample of each color along with their application for Design Review Board approval.

- Letters: Color/s \_\_\_\_\_
- Background: Color \_\_\_\_\_
- Border: Color \_\_\_\_\_

**15.8 Letter style:** Lettering shall be either painted, raised, carved, or a facsimile of one of these. A sample of the font styles that are appropriate for use are available in the Historical Commission office. The Design Review Board may request that the Applicant consult the Historical Commission for appropriate lettering style.

The following shall apply:

**Painted letters:** Calligraphy or script typefaces, with serifs that are period appropriate, are acceptable. Colors of lettering shall be submitted for approval. If applied or die-cut letters are used to simulate painted letters, the entire sign shall be covered with a transparent varnish or shellac after lettering to soften the edges of the applied letters and make them appear painted.

**Raised letters:** Block typefaces that are period appropriate with serifs are preferred. Other fonts may be approved on a case-by-case basis. Period appropriate script letters will be permitted if done in a manner that simulates hand carving. Letters may be separately applied, so long as they retain the impression of hand-carved.

**Carved letters:** Period appropriate calligraphy, script or block letters, with serifs, are preferred. Letters shall appear to be routed or carved either by hand or machine.

**Other:** Applicants may propose facsimiles or derivations from the above lettering types and styles. The Historical Commission may approve such facsimiles if, in their opinion, the proposed lettering meets the spirit and intent of these regulations.

- Painted                       Raised                       Carved  
 Other: describe in detail

---

---

---

- 15.9 Spelling of “Westborough”:** As defined by the original Town Charter dated November 18, 1717, the town name shall be spelled “Westborough” unless the business name has been registered with the Commonwealth of Massachusetts as “Doing Business As” (DBA) “Westboro”.

## Applicant worksheet

Use the following tables to assure that you have provided all the necessary information to the Design Review Board for review:

|                          | <b>Category</b>                   | <b>Description</b> |
|--------------------------|-----------------------------------|--------------------|
| <input type="checkbox"/> | Type of sign                      |                    |
| <input type="checkbox"/> | Sign Content                      |                    |
| <input type="checkbox"/> | Period of Representation          |                    |
| <input type="checkbox"/> | Style                             |                    |
| <input type="checkbox"/> | Size                              |                    |
| <input type="checkbox"/> | Lighting and type of illumination |                    |

|                          | <b>Item</b>            | <b>Description</b>   |
|--------------------------|------------------------|--|
| <input type="checkbox"/> | Dimensioned Renderings | Renderings shall include sufficient information to locate lighting and the proposed sign mounting on the building, wall or grounds. Materials proposed and mounting hardware specifications shall be provided. |
| <input type="checkbox"/> | Materials              | Exact samples of the proposed materials and manufacturer's specifications.   |
| <input type="checkbox"/> | Lettering              | Exact samples of the proposed materials, fonts with dimensions and color used in the letters and the manufacturer's name, manufacturer's color number, and type of finish.                                     |
| <input type="checkbox"/> | Background             | Exact samples of the proposed background colors (not to exceed 4) and the manufacturer's color number and type of finish.  |
| <input type="checkbox"/> | Border                 | Exact samples of the proposed border color and the manufacturer's name, color number and type of finish.   |
| <input type="checkbox"/> | Lighting               | Illumination style and intensity, fixture specification and samples.   |

**DESIGN REVIEW BOARD (DRB)**  
**APPLICATION FOR SIGNAGE APPROVAL**  
**(Approved 08/16/12)**

Bring 7 copies of this completed form with photos/drawings to the Design Review Board Office at least 48 hours prior to meeting with the Board.

Business Name:

Business Owner:

Business Address:

Phone Number, Fax, Email Address:

Designer Name and Address:

---

Sign Material and Mounting Specifications:

Colors: Color chip samples and numbers are required and will be left on file in the Design Review Board office.

Background:

Border:

Finish:

Letters: Font:

Size:

Color:

Finish:

Sign dimensions:

Exterior lighting:

Diagram of sign:

Placement on building with drawing/photos

**After sign approval from the Design Review Board and before installing your sign, you are required to obtain an approved building permit from the Building Department.**

# Appendices

1. Downtown Westborough: Westborough's Design Review Board Area: Character-Defining Features
2. Secretary of the Interior's Standards for Rehabilitation 44
3. Commonwealth of Massachusetts MGL Chapter 40C Standards 46

# I Downtown Westborough: Character-Defining Features

In order to determine whether historic regulations should be developed for the downtown district, and if so, which features were significant, the Design Review Board analyzed the Downtown District and composed the following list of features they considered character-defining. Their observations have been incorporated and used as the aesthetic foundation for the design review guidelines.

The rich mixture of commercial, institutional and religious buildings is enhanced by prestige residential areas that developed along major entry corridors. The architectural fabric and the history of Westborough are inseparable. A wide range of architectural styles compose the fabric of the streetscape. It is this eclectic mix of buildings, a distinction that justified the architectural importance of the district. The district is the heart of Westborough and is the center of institutional and commercial activity in the town.

The best of the character defining features that should be maintained in all existing buildings and in all new construction in Downtown Westborough include:

1. A downtown that is the embodiment of the transition of an early 19th century New England village to a busy late 19th century commercial center. It is primarily made up of an eclectic collection of well-designed historic buildings from the 19th and 20th centuries that complement an outstanding collection of landmark buildings and each other. Although the Victorian era dominates, many other styles and periods are represented.
2. Buildings are primarily of masonry construction (especially brick) *on East Main Street and West Main Street* and masonry and wood-frame construction on side streets. Buildings incorporate exterior building materials to complement the brick, granite and masonry facades of historic buildings in the core downtown. In the fringe areas of the district, where traditional wood frame buildings with wood clapboard siding predominates, buildings may incorporate exterior building materials that are compatible with wood frame facades.
3. Buildings respect and are compatible with older buildings and the detail and historic character of downtown. They do not necessarily match other buildings in style or materials. Materials are used, however, in an appropriate scale for the particular material, appear to be used in the way in which they would have been used historically and structurally, and respect the pre-existing materials of surrounding buildings.
4. Rich and consistent detailing on buildings, including trim, cornices, lintels, materials, corners, and ornamentation. These details divide the basic material of the building and provide texture on the building facades. Lintels (decorative or structural) and cornices are especially important, with cornices in relief from the building.
5. Hierarchy of small design elements within the whole building. These are generally organized with the largest elements at the bottom of the building and smaller elements as the building rises vertically.
6. Buildings have a balanced vertical and horizontal rhythm to their design. Larger buildings have a horizontal grouping which helps to organize and break up the building.

7. Windows are vertically oriented and in a size and design compatible with other buildings. Windows use clear or opaque (not mirrored) glass. Windows are organized on the building. Windows cover a minimum of 15% and maximum of 40% of the wall area above the first floor. Windows are vertically oriented in a ratio between 3:5 (1:1.16) and 3:9 (1:3) width to height. Ratios and orientations may differ for small decorative windows below the roof and in some other limited locations and storefront facades. Except for small decorative windows and first floor storefronts, windows have some horizontal division within the glass and a decorative or structural lintel! sill on the top and bottom of the window. Except between groups of windows, when windows are grouped, there is a spacing of less than one window width horizontally between windows.
8. Construction design, building alignment, setback, height, and articulation are consistent or compatible with traditional patterns of surrounding buildings. Generally there is no front setback, except when necessary to preserve high quality views of landmark buildings or to create special opportunities for quality public spaces.
9. Appropriate scale of buildings. Buildings are designed to not overwhelm their neighbors. Typically building massing is limited to be compatible with neighboring buildings, but often appropriate scale is maintained by providing special detail to design elements to keep large buildings from overpowering smaller buildings.
10. The first floor facades of commercial buildings have glass storefronts with views inside the buildings, except for historic masonry landmark buildings where such facades would be inconsistent with the design of these buildings. The first floors of these commercial buildings generally have a minimum of 50% clear, non-mirrored and non-opaque glass.
11. Masonry first floor facades of historic masonry landmark buildings.
12. Preservation of all historic buildings (defined herein as built prior to 1945). Historical buildings are not demolished nor are historical features destroyed until they are carefully analyzed to ensure there are no practical alternatives. Functionally obsolete or otherwise inadequate buildings are carefully analyzed to ensure they cannot be adaptively reused and are aggressively marketed before demolition of buildings or historical features is considered. The design of a new building is approved before a safe existing historical building is demolished.

## II Secretary of the Interior's Standards for Rehabilitation

Originally published in 1977 and revised in 1990, the Standards for Rehabilitation c/Historic Buildings, established by the Secretary of the Interior, represent our country's first principles of historic preservation. They were considered in drafting Westborough's Design Review Board Area (DRBA) design guidelines. The Standards, summarized below, were drawn up by the Federal Government with an eye to balancing the protection of a building's historic features with consideration for its economic viability and efficient contemporary use. They are included for those who want to know more about national standards for historic preservation, and for building owners who elect to rehabilitate their historic building in a manner qualifying for Federal investment tax credits. Their inclusion here is not intended to serve any regulatory function in the DRBA.. A general outline of the Standards follows:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

### III Commonwealth of Massachusetts MGL Chapter 40C

MGL chapter 40C, referred to as the Historic Districts Act, promotes the preservation and protection of historically significant buildings and places within defined historic districts. Such districts are overseen by a local Historic District Commission, whose main responsibilities are outlined in 40C:7, below:

40C:7. Factors to be considered by commission.

Section 7. In passing upon matters before it the commission shall 1 consider, among other things, the historic and architectural value and 2 significance of the site, building or structure, the general design, 3 arrangement, texture, material and color of the features involved, and 4 the relation of such features to similar features of buildings and 5 structures in the surrounding area. In the case of new construction or 6 additions to existing buildings or structures the commission shall 7 consider the appropriateness of the size and shape of the building or 8 structure both in relation to the land area upon which the building or 9 structure is situated and to buildings and structures in the vicinity, 10 and the commission may in appropriate cases impose dimensional and 11 set-back requirements in addition to those required by applicable 12 ordinance or by-law. When ruling on applications for certificates of 13 appropriateness for solar energy systems, as defined in section one A 14 of chapter forty A, the commission shall also consider the policy of. 15 the commonwealth to encourage the use of solar energy systems and 16 to protect solar access. The commission shall not consider interior 17 arrangements or architectural features not subject to public view. 18 The commission shall not make any recommendation or requirement 19 except for the purpose of preventing developments incongruous to the 20 historic aspects or the architectural characteristics of the surround- 21 ings and of the historic district 22

## REQUIRED SUBMISSIONS

The following are documentation and materials required by the Design Review Board for review of a project. They shall be received by the Design Review Board no less than one week prior to the meeting of the Board when the proposed project will be discussed.

1. Design Review Board review application.
2. Color photographs showing buildings and site conditions adjacent to proposed project.
3. Building elevations at 1/8" = 1' - 0" minimum scale (1/4" = 1' - 0", preferable) showing configuration, details and adjacent site/building conditions. All elevations are to be titled and dated. Eight (8) copies are to be provided.
4. Study model of the proposed project (for major projects only, as requested by the Design Review Board).
5. Samples of finish materials.
6. Site line study indicating concealment of rooftop mechanical equipment from the street, if applicable.
7. Any other items and documentation the owner/applicant feels will assist in identifying the nature and character of the building.

# APPLICATION FOR DESIGN REVIEW

Date: \_\_\_\_\_

Project Name: \_\_\_\_\_  
Project Address: \_\_\_\_\_

Owner Name: \_\_\_\_\_  
Owner Address: \_\_\_\_\_

Telephone No.: \_\_\_\_\_  
Fax No.: \_\_\_\_\_

Architect/Engineer/Designer Name: \_\_\_\_\_  
Address: \_\_\_\_\_

Telephone No.: \_\_\_\_\_  
Fax No.: \_\_\_\_\_

Briefly describe the nature of the construction work \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Briefly describe the use of the building \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe in detail how the design of the proposed project addressed compatibility with its neighborhood and the Downtown Business District.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

|                              |       |
|------------------------------|-------|
| Number of stories            | _____ |
| Total square footage         | _____ |
| Square footage per floor     | _____ |
| Exterior material            | _____ |
| Exterior signage YES NO Size | _____ |
| Total construction cost      | _____ |

## **DESIGN CRITERIA - STREETScape**

### Intent

The streetscape of the area which lies within 2,500 feet of Westborough's rotary includes buildings from almost every age of its development and includes zoning for industrial, commercial, municipal, and residential uses. The area also includes the Historic District. It is the intent of the Design Review Board to encourage the use of landscaping, pavement, fencing, and furnishings as unifying factors. This will create a sense of harmony among the unique and varied structures from parcel to parcel within the district.

### Policy

All elements of the streetscape shall be considered in developing a parcel so that it maintains a connection in harmony with the other parcels in the region. Existing natural features shall be incorporated within open space areas. In addition, landscaping shall be designed with consideration to the relationship with nearby buildings, walkways and parking areas.

### Recommendations

#### 1. Landscaping

The patterns and types of trees, shrubs and flowers shall provide sufficient privacy and at the same time enhance the appearance of the structure. Decisions on all plant material are best made with recommendations from horticultural professionals. The landscaping of the Forbes Municipal Building on West Main Street uses a mix of trees, shrubbery, perennials, bulbs, and annuals in a way which gives interest to the site and creates a connection with its neighbors.

Trees act as natural air conditioners to cool streets, yards and buildings in summer and admit the sun's warmth in winter. The location of plantings and the appropriate scale of the plant material shall be carefully considered. Some suggestions for specific purposes are not limited to, but may include the following:

- \* Large Shade or Street Trees: Amur Corktree, London Planetree, Sargent Cherry, Scarlet Oak, Thornless Honey Locust, Zelkova "Village Green", Norway Maple, Copper Beech.
- \* Medium Size Shade Trees: American Yellow-wood, Chinese Scholartree, Fringe-tree, Sourwood, Japanese Maple, Little-leaf Linden.
- \* Trees for Narrow Areas: Bradford Callery Pear, Columnar Norway Maple, Katsura Tree, Maidenhair Tree--Ginkgo Bilboa (Male).
- \* Flowering Trees: Dogwood, Downy Shadblow--Amelanchier, Flowering Cherries, Flowering Crabapples, Saucer Magnolia.

Shrubs, when well placed and cared for, are appropriate in enhancing the streetscape. They can be used as foundation plantings, hedges, understories for trees, and as part of a mixed border. Once again, some suggestions include:

- \* Deciduous and Flowering Shrubs: Azalea, Cotoneaster, Forsythia, Japanese Quince, Rose Bushes, Winged Euonymus.

- \* Evergreen Shrubs: American Yew, Azalea, Japanese Holly, Junipers, Rhododendron, Spreading English Yew.

On a smaller scale, perennial and annual flowering plants can add interest and seasonal color to the streetscape. Some suggestions in each category include:

- \* Perennials: Armeria, Astilbe, Achillea, Chrysanthemum, Daylilies, Dianthus, Heuchera, Hosta, Iberis, Iris.
- \* Bulbs: Crocus, Daffodil, Hyacinth, Narcissus, Snowdrop, Tulip.
- \* Annuals: Ageratum, Begonia, Geranium, Impatiens, Lobelia, Marigold, Marguerite, Petunia, Zinnia.

Existing site features such as trees, berms and stone walls shall be incorporated into the landscape design whenever feasible. Relationships with other surrounding areas shall be studied when planning landscaping designs.

## 2. Ground Cover and Paving

Well maintained planted ground covers such as lawns, ivy, myrtle, and pachysandra are attractive and unifying elements in the streetscape.

Paving materials for walkways shall be chosen with consideration to their use. Generally, areas with heavy pedestrian traffic need smoother materials such as brick pavement or concrete. Paths, driveways and courtyards can make good use of brick, stone slabs, cobblestones, and slate.

Large expanses of concrete or asphalt are generally undesirable because they attract and hold the heat in summer, increase water runoff, and are not visually attractive. However, they are used in the large parking areas within the district and the effect can be softened with some landscaping to create screening and buffers.

## 3. Fences

The use of fencing to separate public and private space, to mark property lines, and to protect plantings from traffic can add significantly to the streetscape. Fences shall be chosen to harmonize with nearby structures. There are many fine examples of picket fences, cast and wrought iron fences, and low stone walls within the area. Modern concrete walls and chain link fences do not enhance the visual effect and are not appropriate to the area.

## 4. Furnishings

Site enhancements such as window boxes, hitching posts, lamp posts, planters, benches and bicycle racks shall be appropriate in style, character, material and manner of placement. All furnishings of the site shall be in accordance with local Town ordinances.