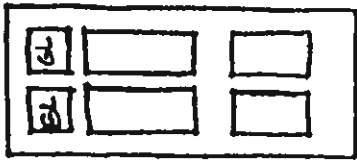
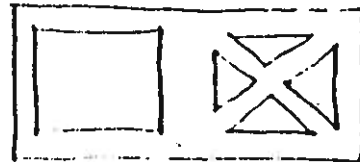
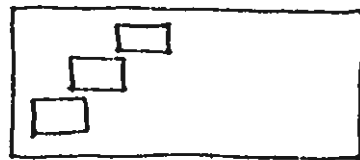


ENTRY DOORS



YES

ORIGINAL STYLE



NO!

7. The Storefront Entry:

The Storefront Opening

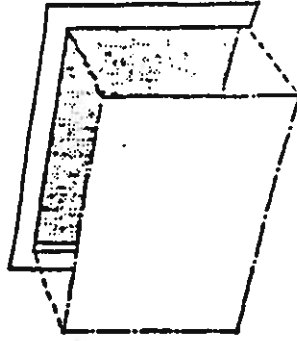
The storefront should always be recessed into the facade's storefront opening. It should never be applied to the face of the facade.

The Storefront Frame

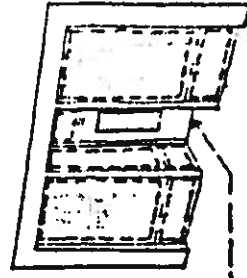
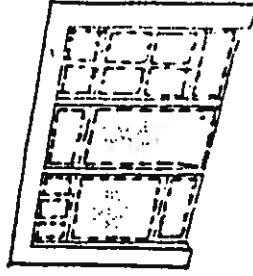
The storefront design should generally be composed of a hierarchical frame made up of vertical and horizontal elements.

The Recessed Entry

The storefront should generally have a recessed entry off the sidewalk to create a more intimate sense of entry at the front door.



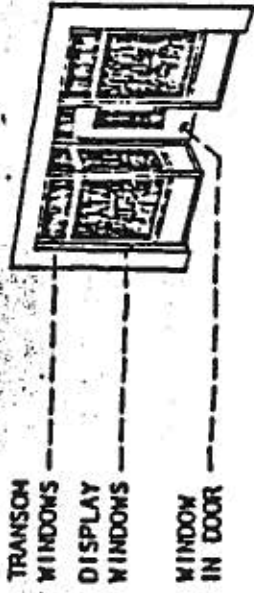
THE STOREFRONT CONSTRUCTION SHOULD BE RECESSED 6" TO 12" INSIDE STOREFRONT OPENING.



THE RECESSED ENTRY SHOULD BE 3'-0" TO 6'-0" DEEP.

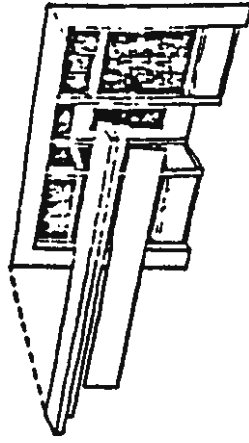
The Windows

The storefront should be as transparent as possible. Large window areas emphasize display, maximize natural light and allow for visibility into and out of the store. They should not be blocked by signage.



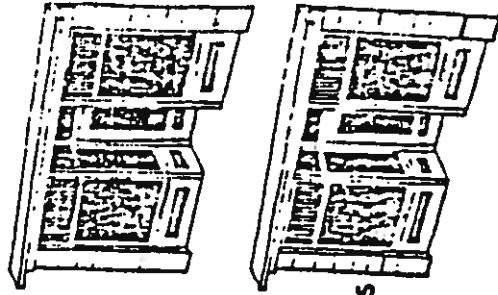
The Storefront Cornice

The storefront should have a strong horizontal form at its top to separate it from the upper facade and to help contain commercial signage.



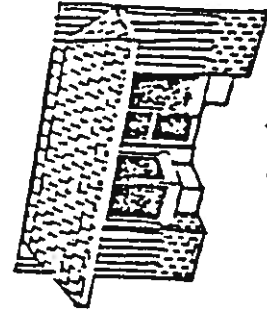
Materials, Color and Texture

These characteristics of the storefront design should flatter that of the upper facade and adjacent facades.



Design Simplicity

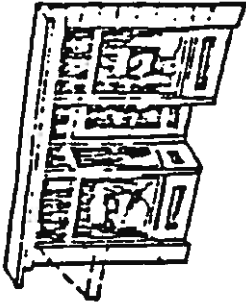
The storefront design should be flexible, simple and uncluttered in order to emphasize the display windows.



Not this this!

Storefront Decoration

Storefront decoration should be generally confined to signage, retractable canvas awnings and window display.



ALL SIGNS SHOULD BE VISUALLY CONTAINED BY THE STOREFRONT.

In this type of context, a refined or grand design can look out of place. Rather the design should be pleasantly inviting, but simple in detail.

Rear Entrances

Because parking areas are often located behind commercial buildings, rear facades are seen more often than in the past. Today, an attractive rear entry can function as a second front door.

In developing a rear entrance, a number of things must be considered. In general, the rear entrance must respond to the same needs as the storefront only at a reduced scale. These include identification signage, display, and a pleasant entry. In addition, it must also meet the service needs of the business as it has in the past. Since these two functions are often in conflict, the design of the rear entrance must be carefully planned.

A particular concern is the storage and disposal of refuse. Trash cans, dumpsters, and other containers should be hidden from view whenever possible. Regular maintenance is of paramount importance.

The design of a rear entrance should be appropriate to its surroundings. The visual character of the rear facades, alleys, and parking lots is a relatively casual and utilitarian one, especially when compared to the more formal street facades.

CURTAINS, COMMERCE, AND WINDOWS MAY REQUIRE PAINT AND/OR COSMETIC TREATMENT. REAR FACADE WINDOWS MAY REQUIRE PAINT AND/OR RE-FINISHING.

SEAMS SHOULD BE PROPERLY SEALED TO FIT THE CASUAL VISUAL CHARACTER OF THE ALLEY.

A CANVAS AWNING CAN AFFORD REAR FACADES AND PROVIDE A PLEASANT PROTECTED WALK.

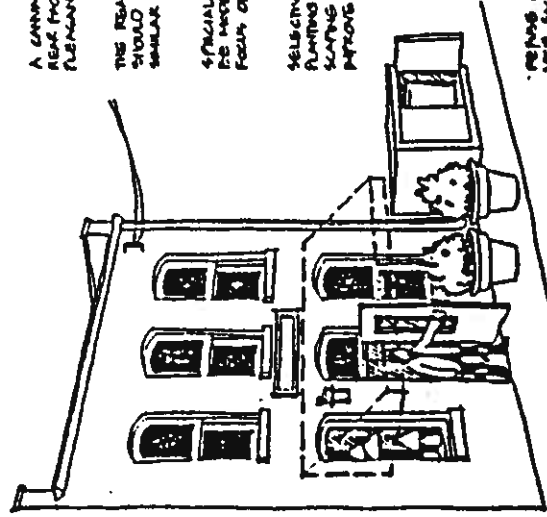
THE REAR ENTRY DOOR SHOULD BE WOOD AND GLASS, SIMILAR TO THE FRONT DOOR.

SPECIAL LIGHTING SHOULD BE USED AND SHOULD FOCUS ON THE ENTRY DOOR.

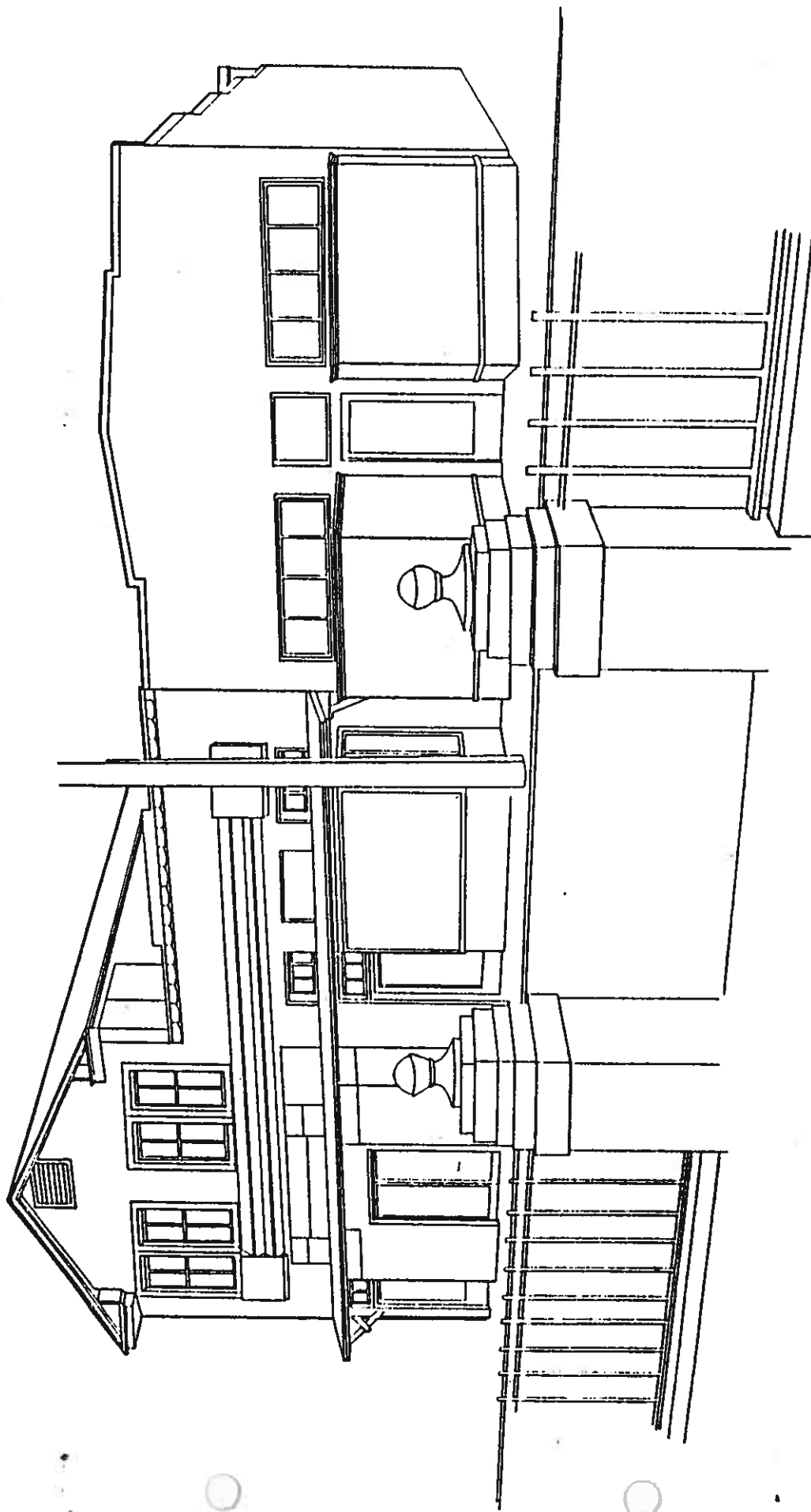
SELECTIVE USE OF TREE-PLANTING AND OTHER LANDSCAPING CAN SUBTLY IMPROVE A REAR FACADE.

REFUSE CONTAINERS AND OTHER FACILITIES SHOULD BE SCREENED FROM VIEW.

SUBTLE FORMS OF THE ALLEY SHOULD BE REFLECTED, IF NECESSARY.



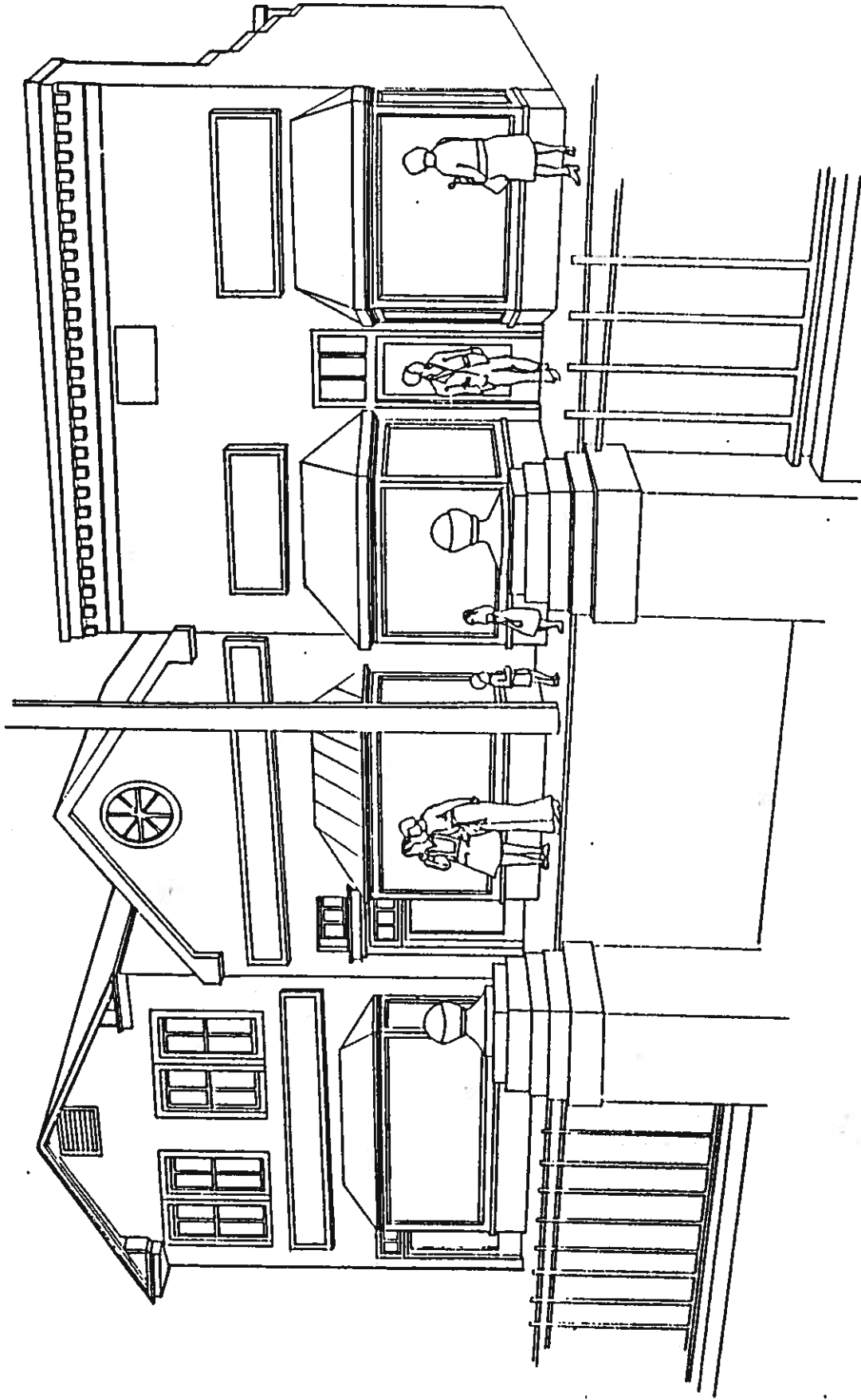
AN ENTRY WINDOW CAN BE EASILY CONNECTED INTO A SMALL DISPLAY WINDOW.



Existing boarded up commercial structure
across from the Town Hall on Chesapeake Avenue

TOWN OF NORTH BEACH
DESIGN STANDARDS

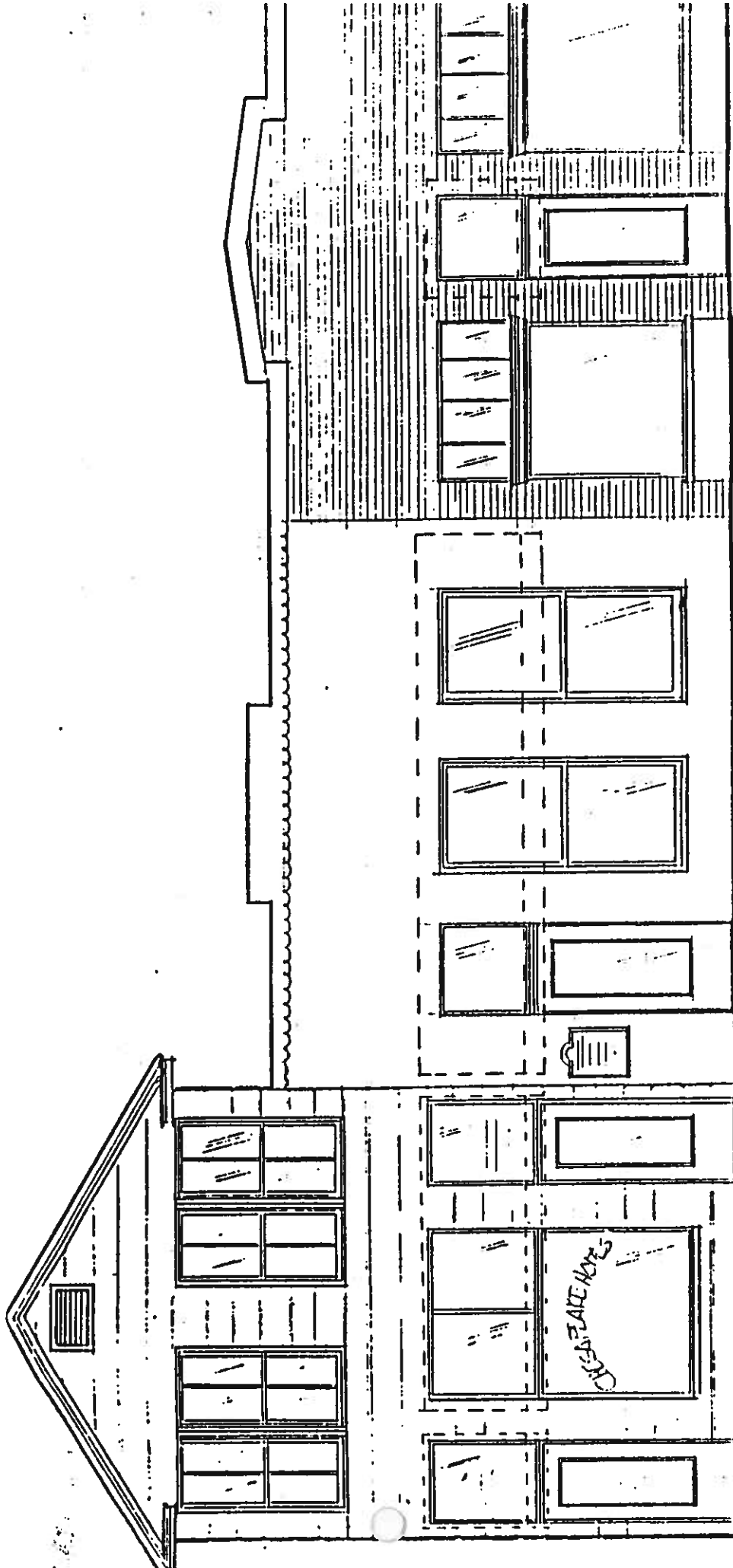
The Phipps Group
Sparber & Associates



TOWN OF NORTH BEACH
DESIGN STANDARDS

The Phipps Group
Ian Sparber & Associates

Possible renovation of commercial structure
at modest cost, with no additional square
feet.



CHESAPEAKE AVENUE

Another possible renovation of the same structure

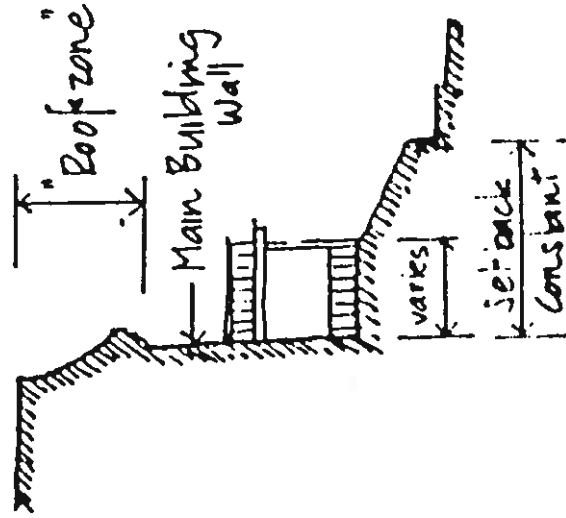
8. Ornamentation:

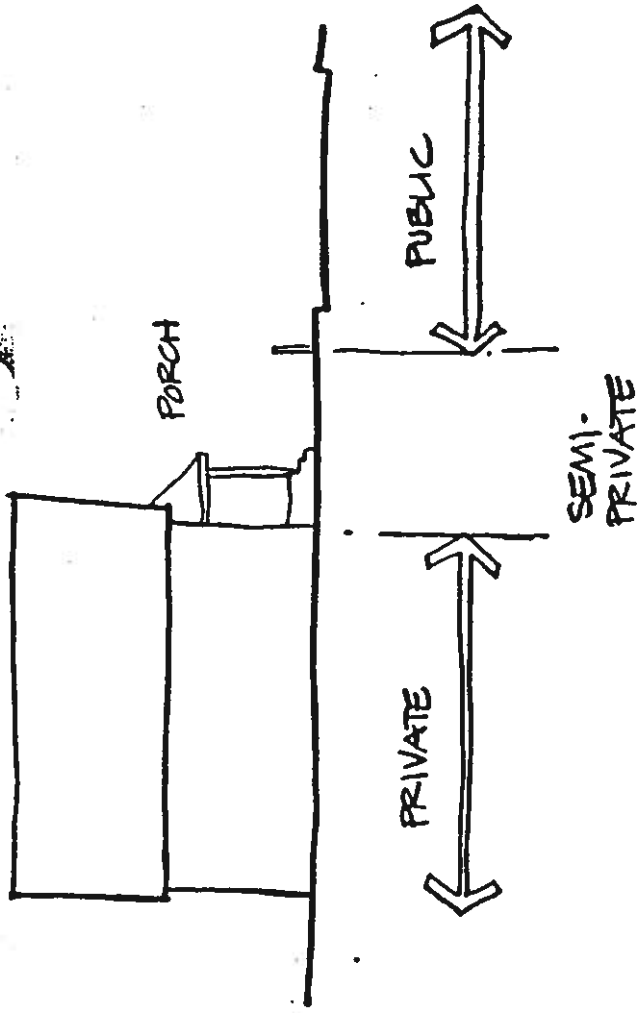
Eave and entry ornamentation are evident in recently renovated buildings in North Beach.

However, the primary ornamentation seems to be in the construction of porches, with turned columns, decorated brackets and balustrades. These features have been applied successfully to fairly simple house types with a very pleasant result.

In an area where porches are characteristic of the street, several rules should be followed:

- o there should be a constant setback of the main wall,
- o all roofs should remain within a "roof zone",
- o variations of building colors, but similarity in trim and porch colors,
- o window proportions, details and landscaping should complement one another,





PORCHES SERVE AS A PARTIAL BOUNDARY BETWEEN PUBLIC AND PRIVATE AREAS OF PROPERTY

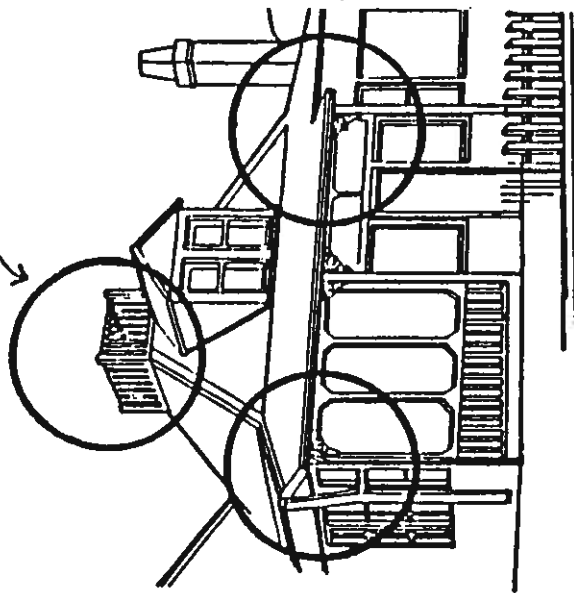
TOWN OF NORTH BEACH
 DESIGN STANDARDS

Phipps Group
 Sparber & Associates

FRONT PORCHES

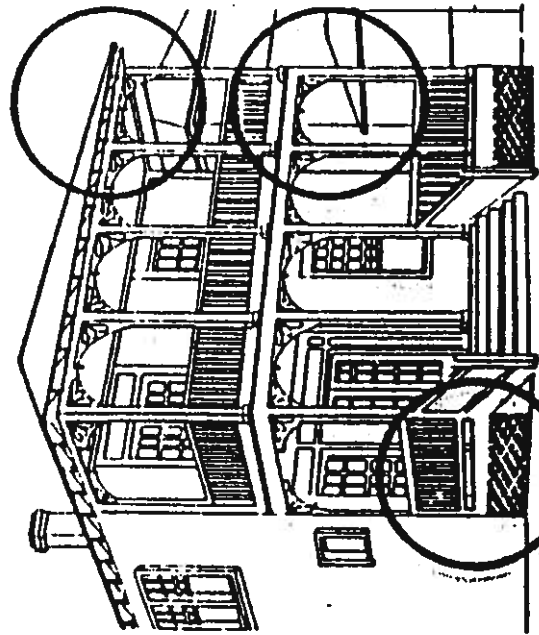
EXISTING NORTH BEACH HOUSES WITH APPROPRIATE
TYPES OF ORNAMENT

FRUSIERS

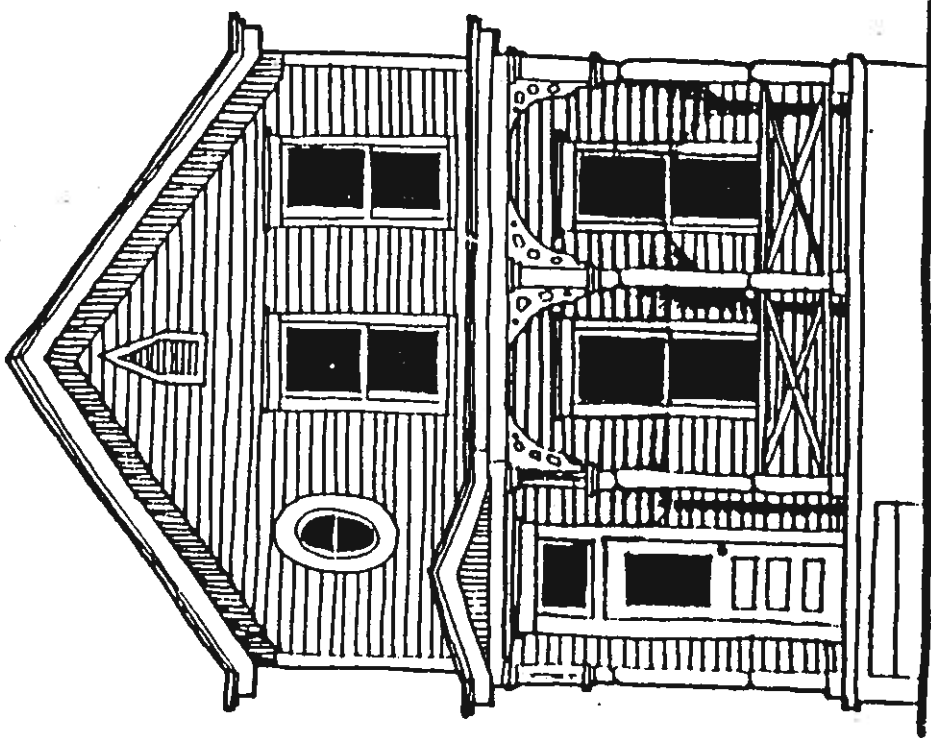


DECORATIVE BRACKETS

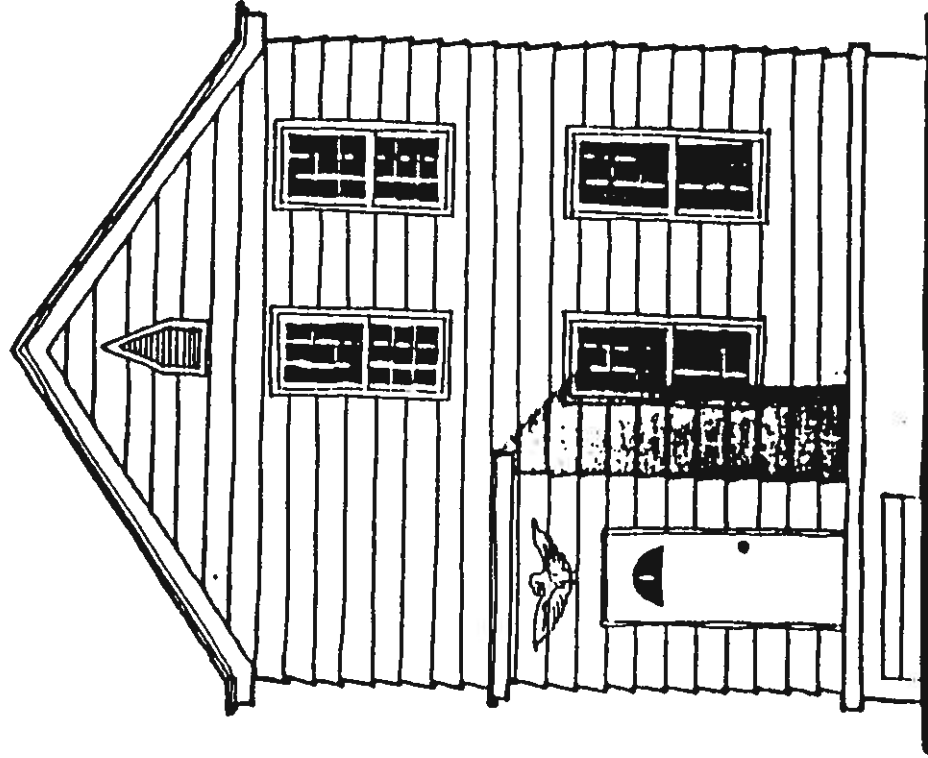
DECORATIVE ARCH



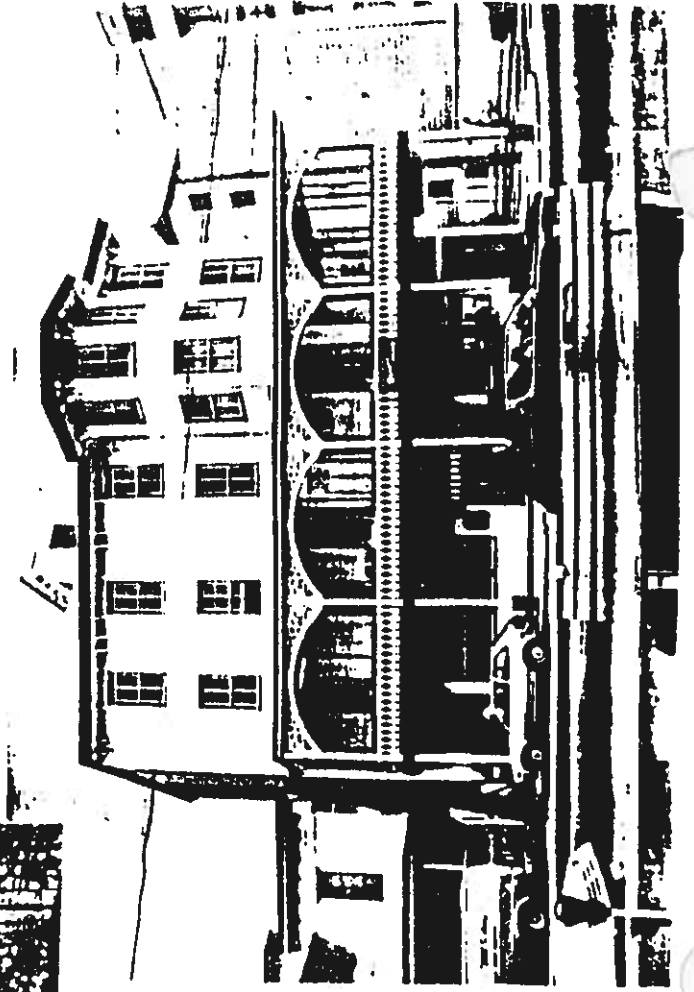
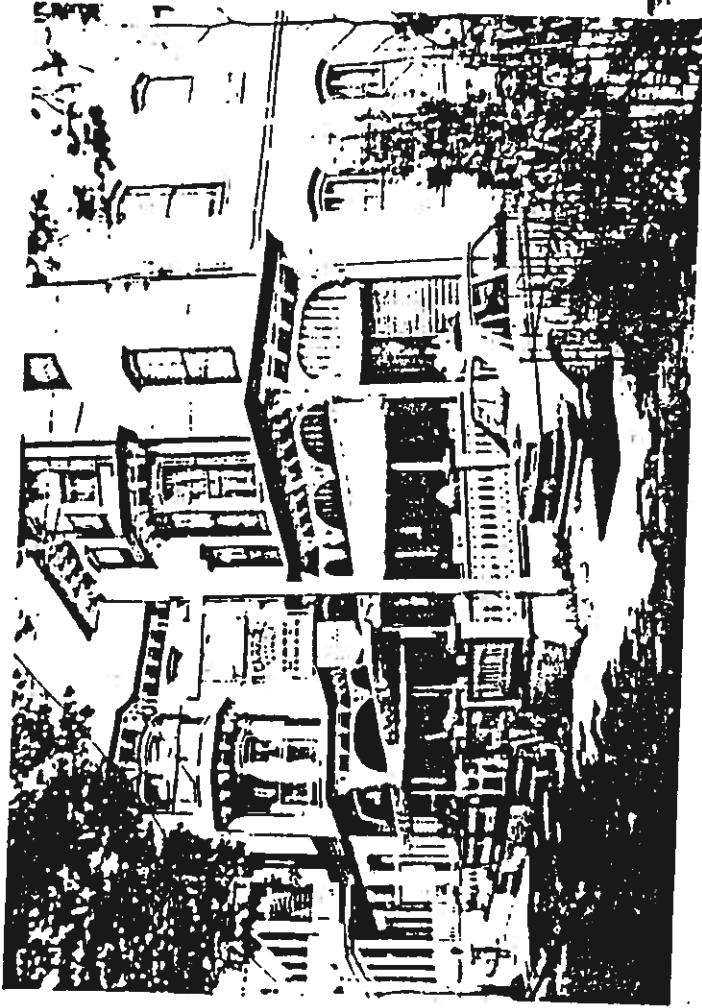
LATTICE



REHABILITATION RETAINING ORIGINAL DETAILS



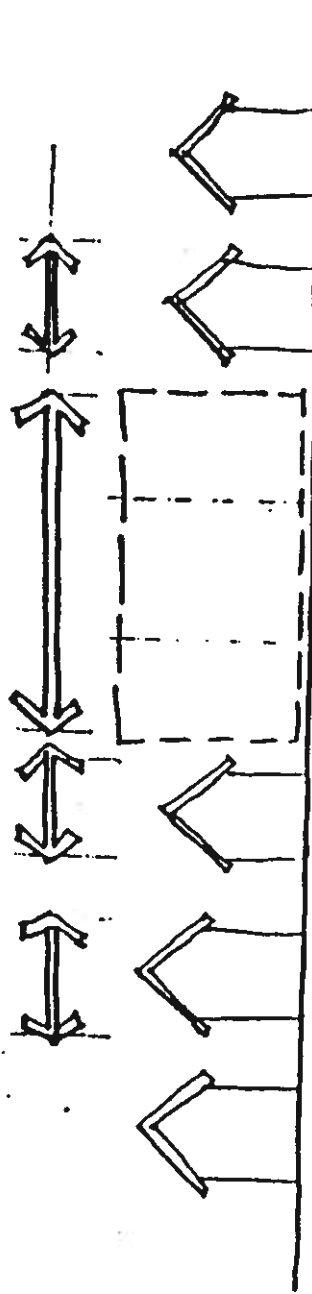
CHARACTERLESS MODIFICATION OF EXTERIOR



Examples of porch ornamentation
in Cape May

9. Width of New Buildings:

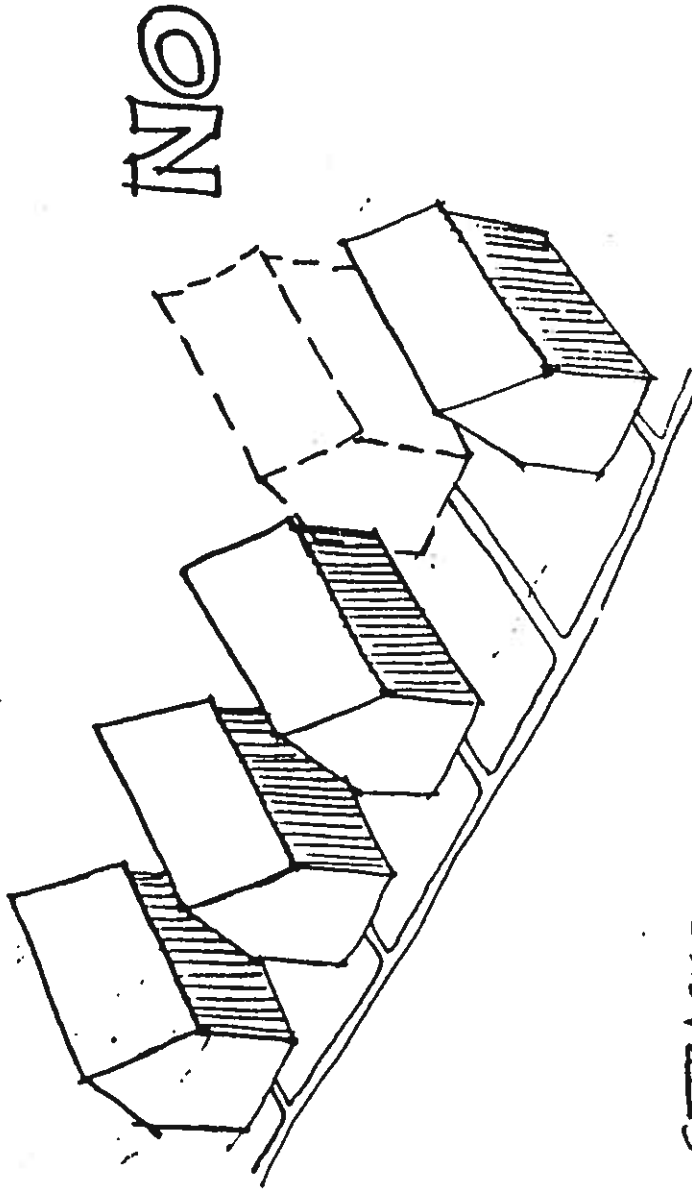
A new building should reflect the characteristic rhythm of facades along the street. If the site is large, the mass of the facade can be broken into a number of smaller bays.



A LARGE MASS SHOULD BE BROKEN UP INTO UNITS
SIMILAR IN SIZE TO EXISTING.

10. Setbacks:

The new facade should have a relationship to the street - a setback - which is consistent with its neighbors.



SETBACKS

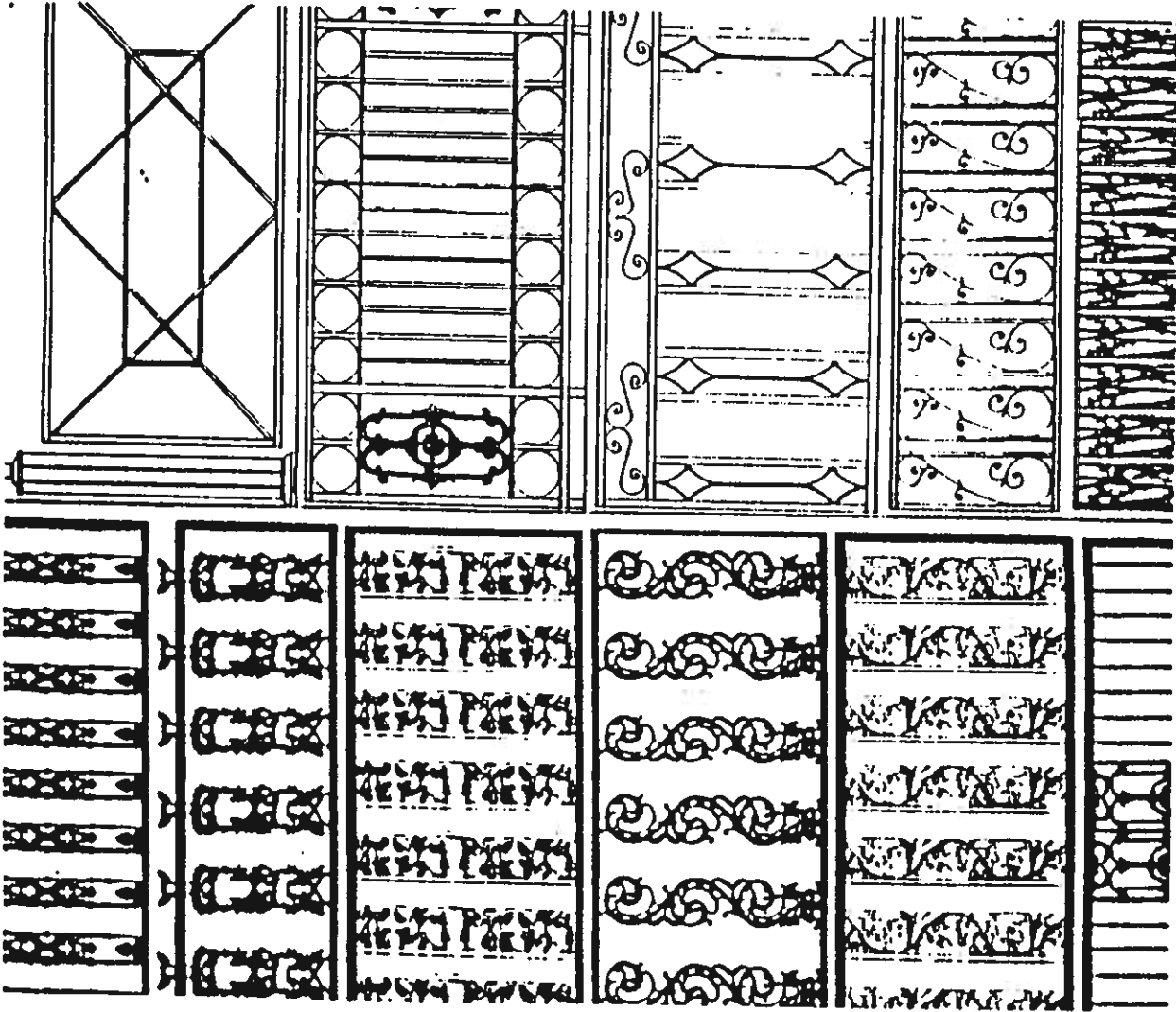
MAINTAIN EXISTING STREET FRONT SETBACKS

TOWN OF NORTH BEACH
DESIGN STANDARDS

The Phipps Group
Alan [redacted] & Associates

SETBACKS

INAPPROPRIATE FENCE PATTERNS

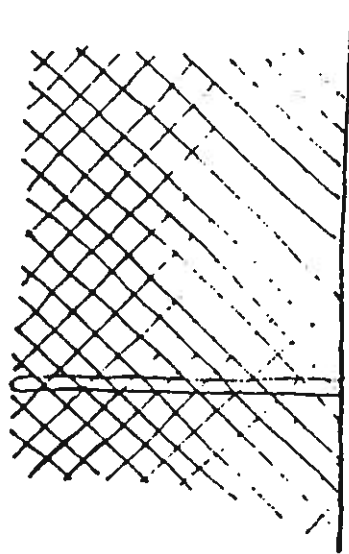


11. Fences:

Attractive fences add character and privacy to the buildings in North Beach.

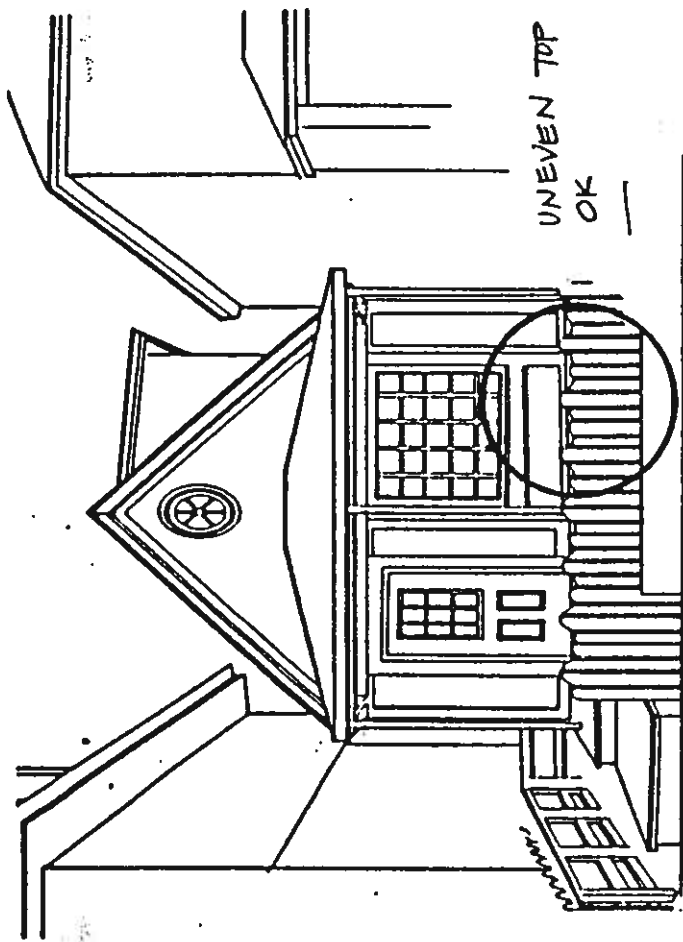
Wooden picket fences are consistent with the design theme established. For commercial structures of brick, an attractive low brick wall would be appropriate.

NORTH BEACH EXAMPLES

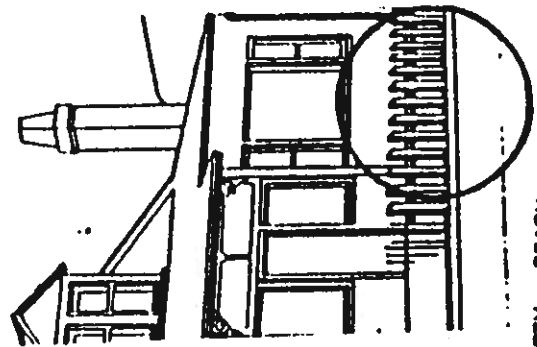


NO!
CHAIN LINK FENCE

ADD



UNEVEN TOP
OK

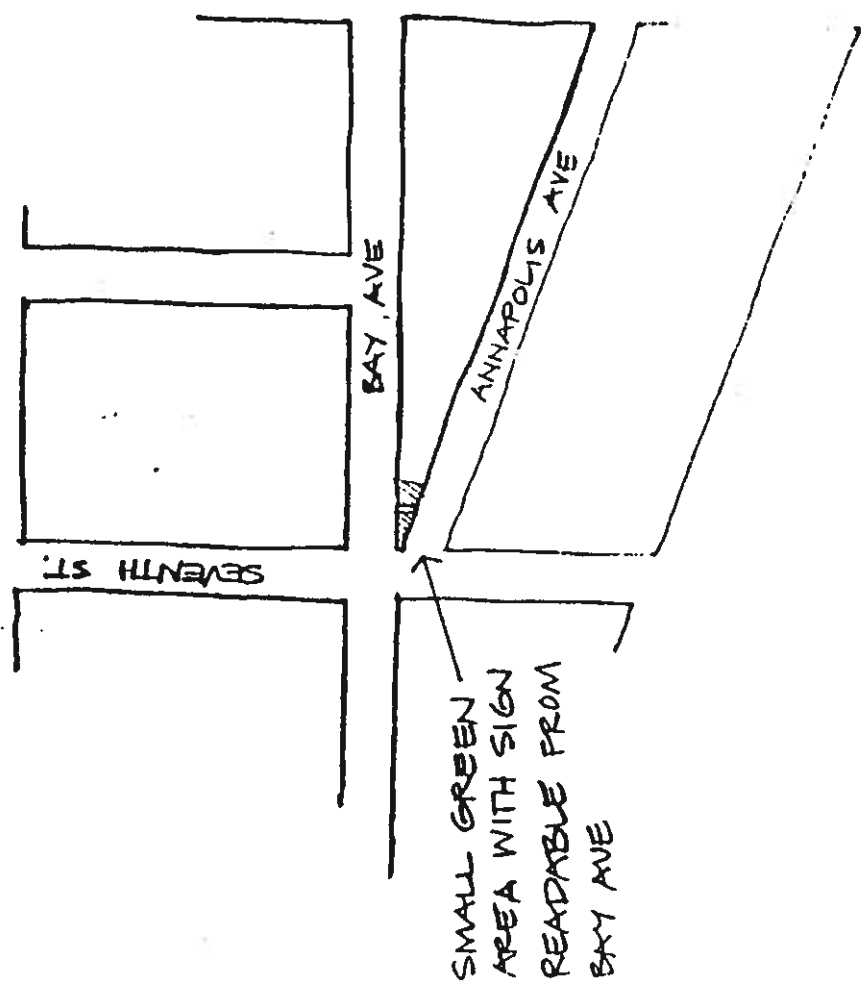


PICKETS
OK


FENCING

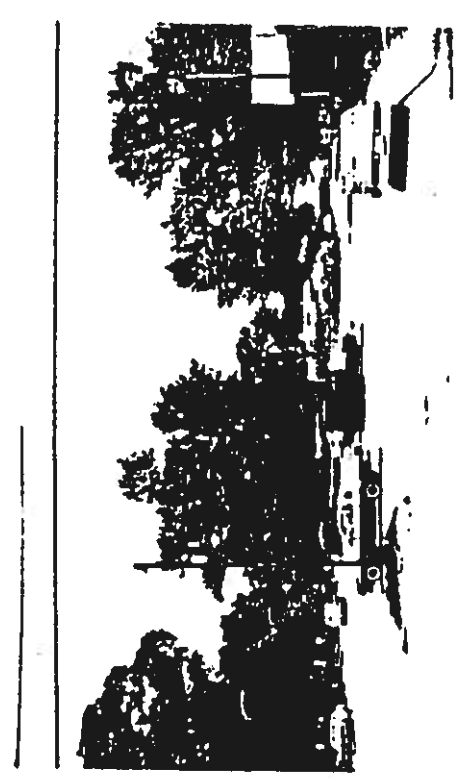
TOWN OF NORTH BEACH
DESIGN STANDARDS

The Phelps Group
Allen Sparger & Associates



SMALL GREEN
AREA WITH SIGN
READABLE FROM
BAY AVE

NORTH EDGE ENTRY 



12. Signage:

When signs were added to buildings, they were made part of the overall architectural composition of the building.

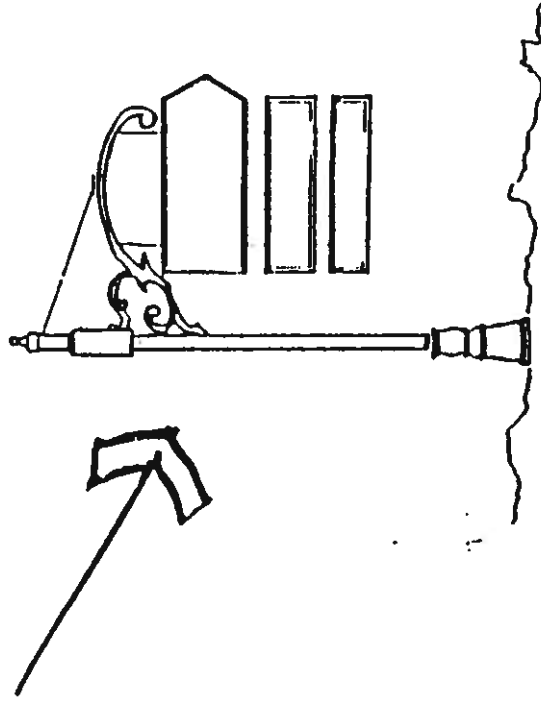
When signs were distinct from the building, they often reflected both the architecture as well as the colors and style of the structure.

Signage in North Beach can be exuberant, contributing life and color to the street. However, this exuberance should be contained within two crucial limits: placement and size. See Article 5, Part 3 of the North Beach Zoning Ordinance for size requirements.

The placement of each sign should relate to the position of the facade. They should "fit into" their facades.

The sketches which follow illustrate a variety of signage types

The example of signage distinct from the building, given below, can function as a double-faced sign, perpendicular to the building. If used attached to a building, the projection may not exceed 18 inches.



Possible example of signage distinct from building

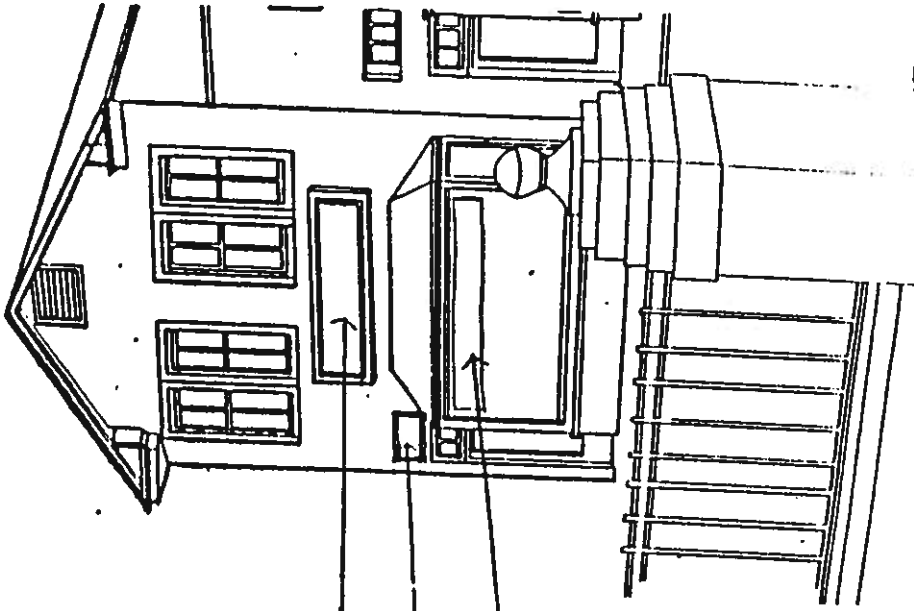
MAKE SIGNS 'FIT' BUILDING.

LARGE FLAT SIGN AT SECOND FLOOR LEVEL

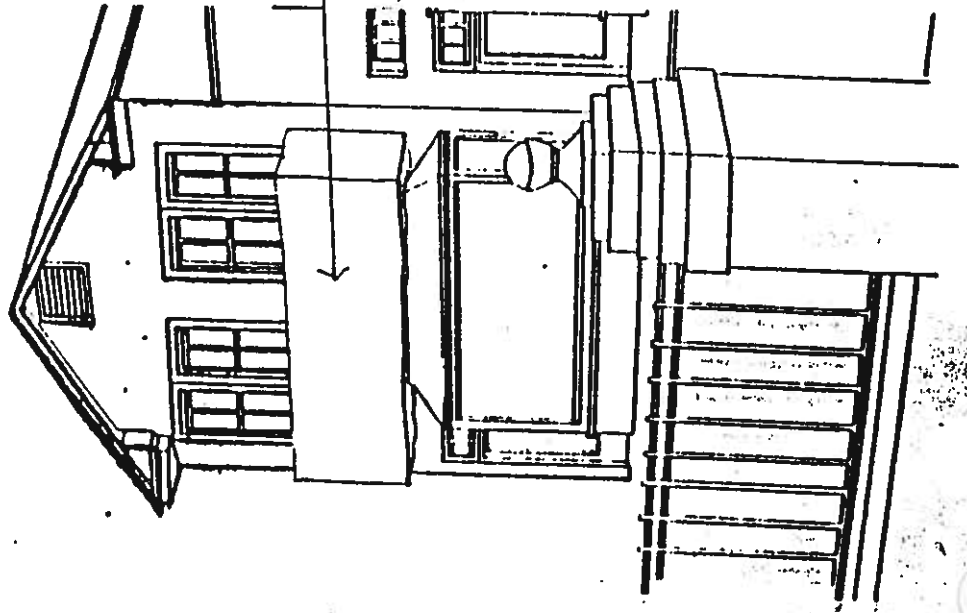
SMALL FLAT TRANSOM SIGN

PAINTED SIGN ON WINDOW

LARGE PROJECTING SIGN 'CANDY' OBSCURES BUILDING FEATURES



OK



NO

TOWN OF NORTH BEACH
DESIGN STANDARDS

The Phipps Co.
ARCHITECTS

BUILDING SIGNAGE

13.

Lighting:

Exterior lighting should be informative, yet not competitive with the surrounding lighting.

Night use of lighting on the exterior or for display is encouraged for both safety (of person and property), and as a spot advertisement for specific goods within the window. These lights should be simple and informative, creating a pleasant illumination of the evening street scene.

Some general rules are:

- o exterior lighting should be limited to lighting fixtures designed to be in harmony with the character of the building and North Beach. Such fixtures should be mounted in the entrance ways and on the front facades of buildings.

- o flood lighting concealed above a storefront roofing may be used to light the facades of buildings.

- o fully recessed downlights or wall washers in projecting metal boxes which run the full

length of the sign area are permitted, as are shielded fluorescent lamps with diffusers.

- o gooseneck incandescent, porcelain enamel reflectors on bent metal tube arm is also appropriate.

- o lights should not blink, black out, flash, or have any mechanical motion.

- o electrical elements such as wires, conduits, junction boxes, transformers, ballasts, switches, and panel boxes should be concealed from view.

14. Rear and Side Yards : Trash
Receptacles:

Yards should be neat in appearance and should not in any way obstruct passersby or detract from the appearance of the building.

If a side or rear yard is used for parking, it should be effectively screened from adjoining residential property, and should have adequate landscaping and screening on property lines adjacent to public sidewalks.

All outdoor refuse storage areas should be screened from the view of adjacent properties and the public right-of-way. Screening could consist of an appropriate fencing material or a compact evergreen hedge of not less than 42 inches in height at the time of original planting.



4

URBAN DESIGN STANDARDS

A. URBAN DESIGN STANDARDS

Urban Design Standards apply to primarily to the "public" aspects of the streetscape, such as the sidewalks, street trees, street furniture, lighting, utilities and public signage.

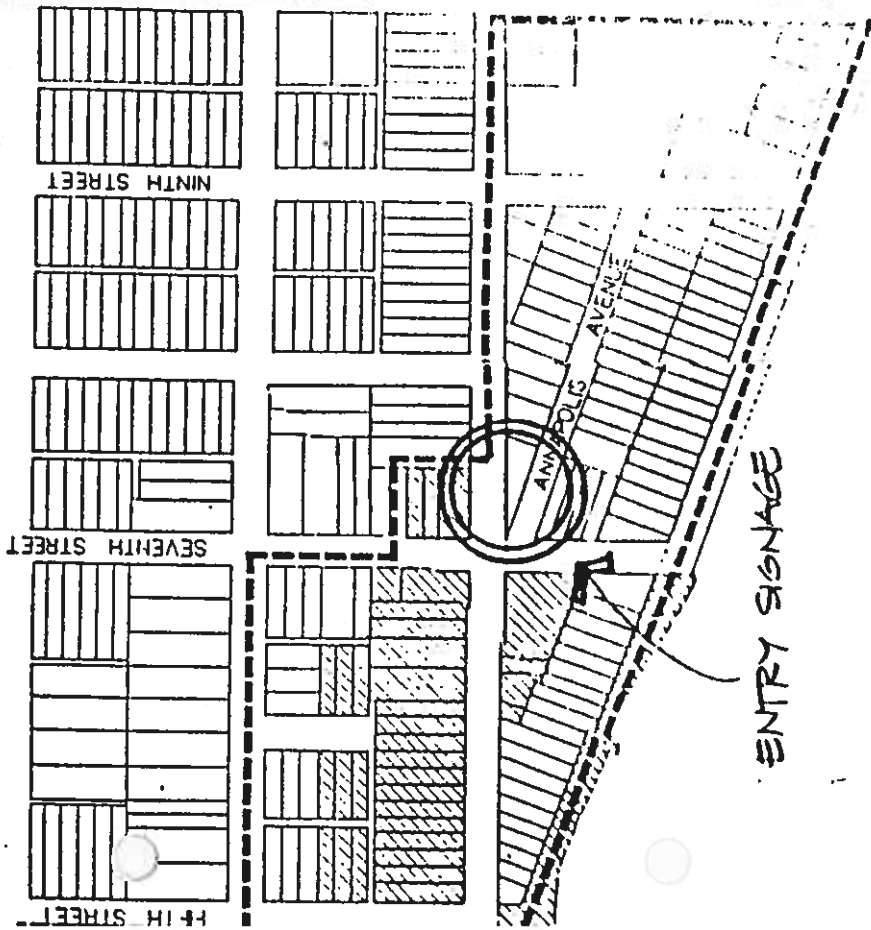
1. Focal Entry Points:

There are two principal focal entry points to the Town of North Beach - at the intersection of Chesapeake Avenue and First and at the intersection of Bay and Seventh.

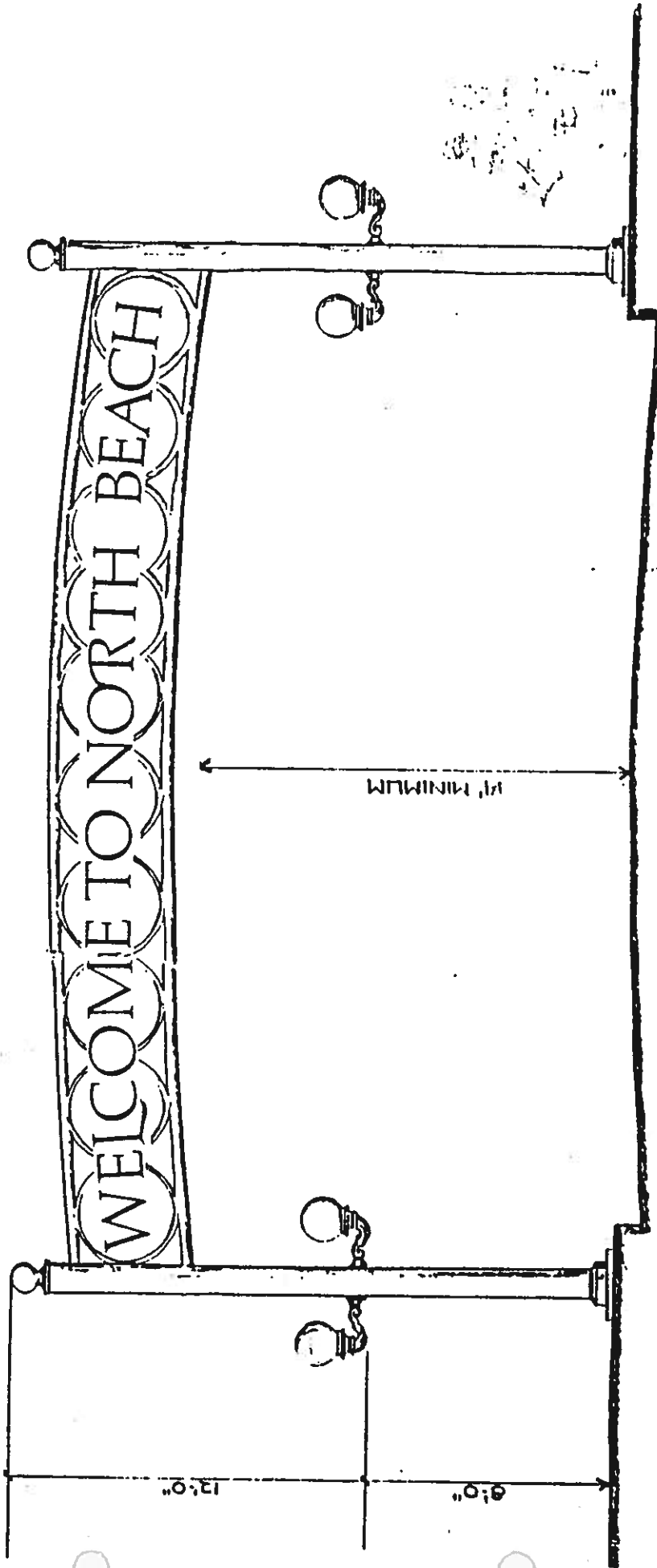
It is important that these two entries be improved to clearly designate that they form the entry to the commercial core of the Town of North Beach.

It is suggested that the intersection of First and Chesapeake be cleared of visual clutter, such as overhead wires; be identified for new curbs and gutters; and be designated for new Town signage. Because of the completely developed nature of this intersection, it will be difficult to do more than place signage in this area.

The intersection of Seventh and Bay, on the other hand, provides an ideal opportunity to create a visually important entry to the area. It is recommended that the triangular tip of the vacant lot at the corners of Annapolis Avenue, Seventh Street and Bay Avenue be landscaped, and that Town signage be placed at the focal point.



IDENTITY AREAS

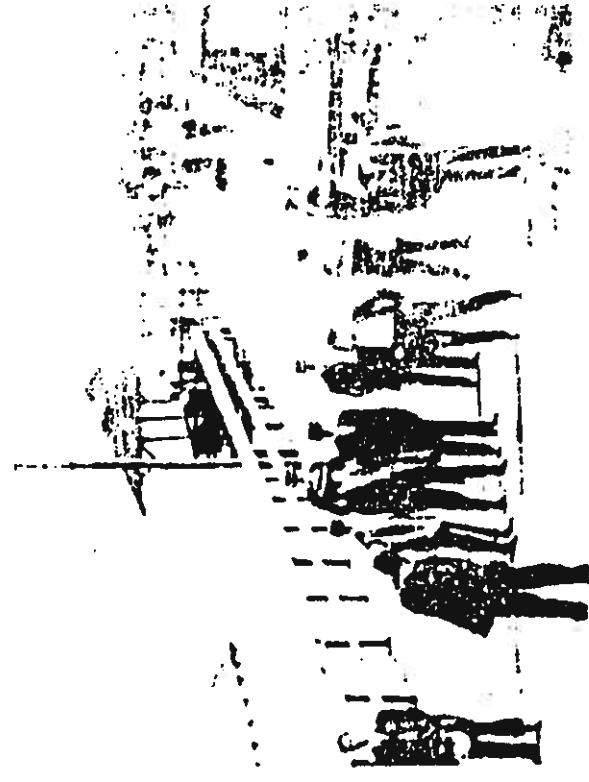
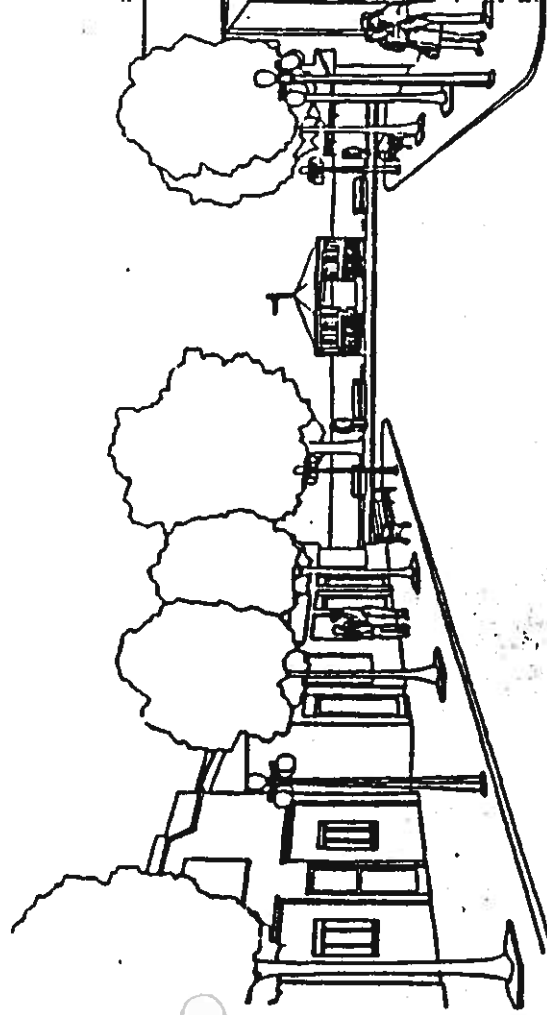
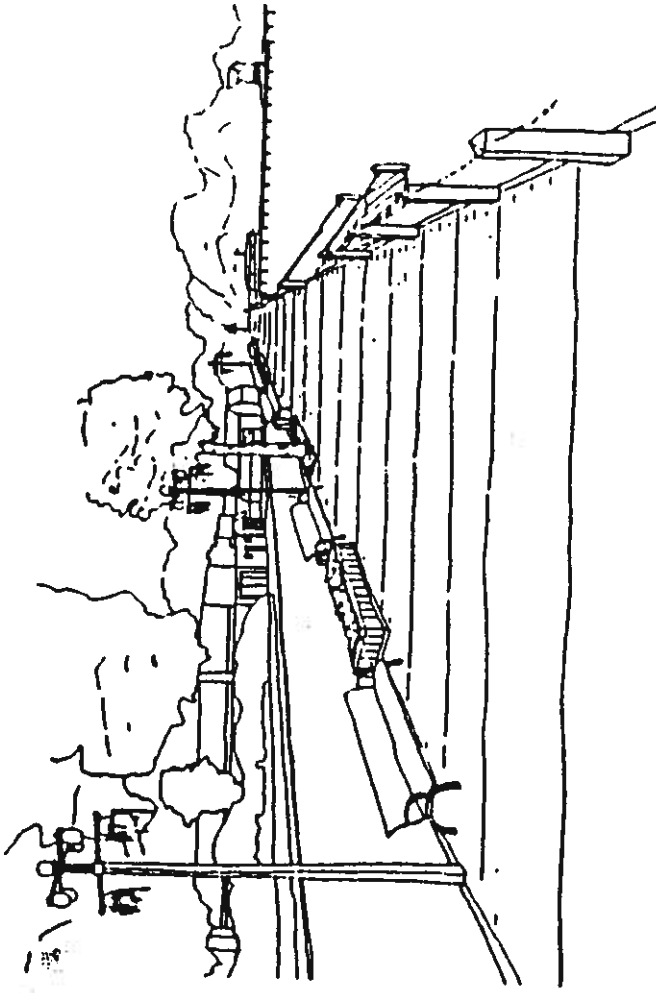


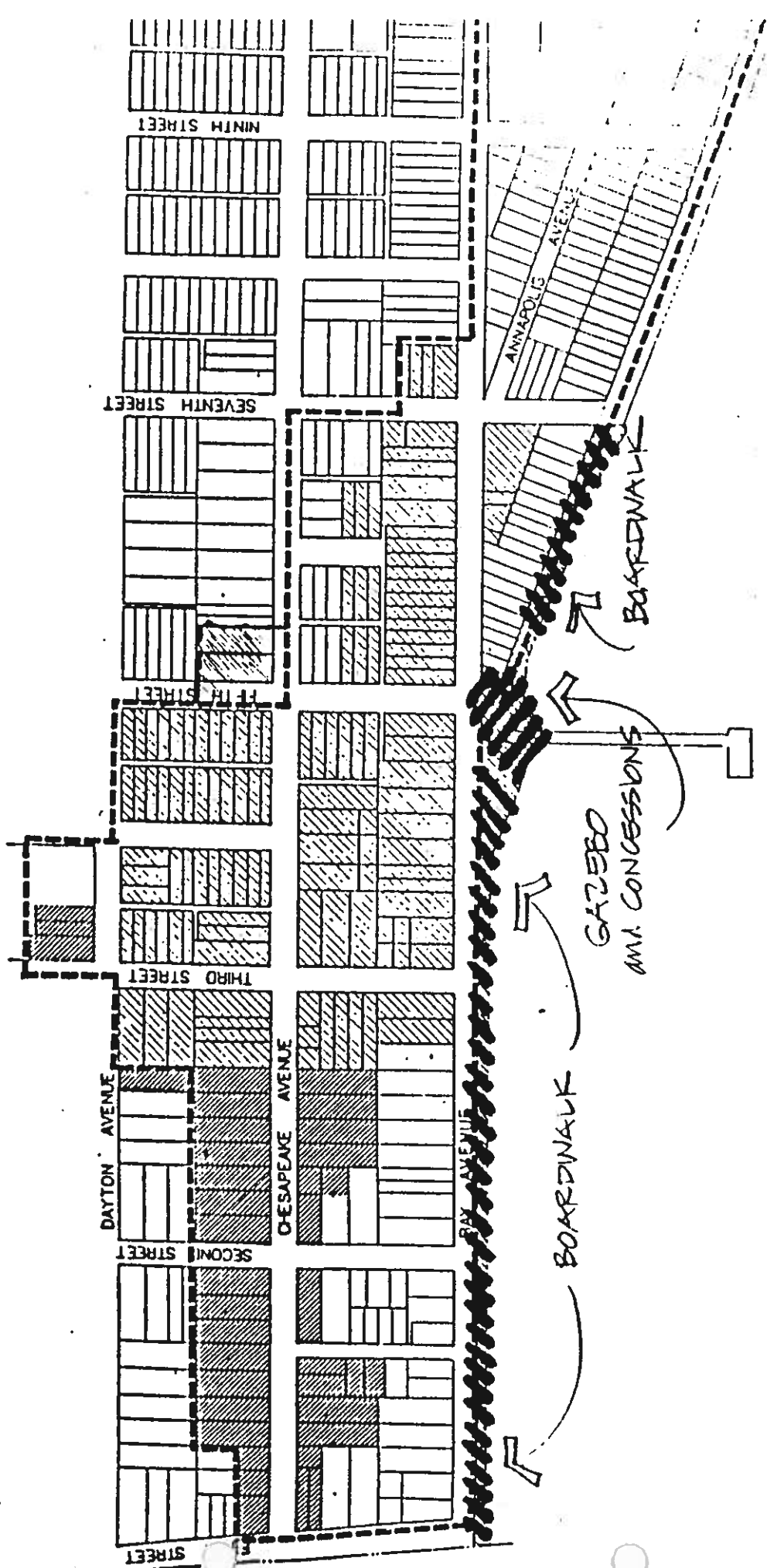
ENTRY SIGNAGE: FIRST AND CHESAPEAKE

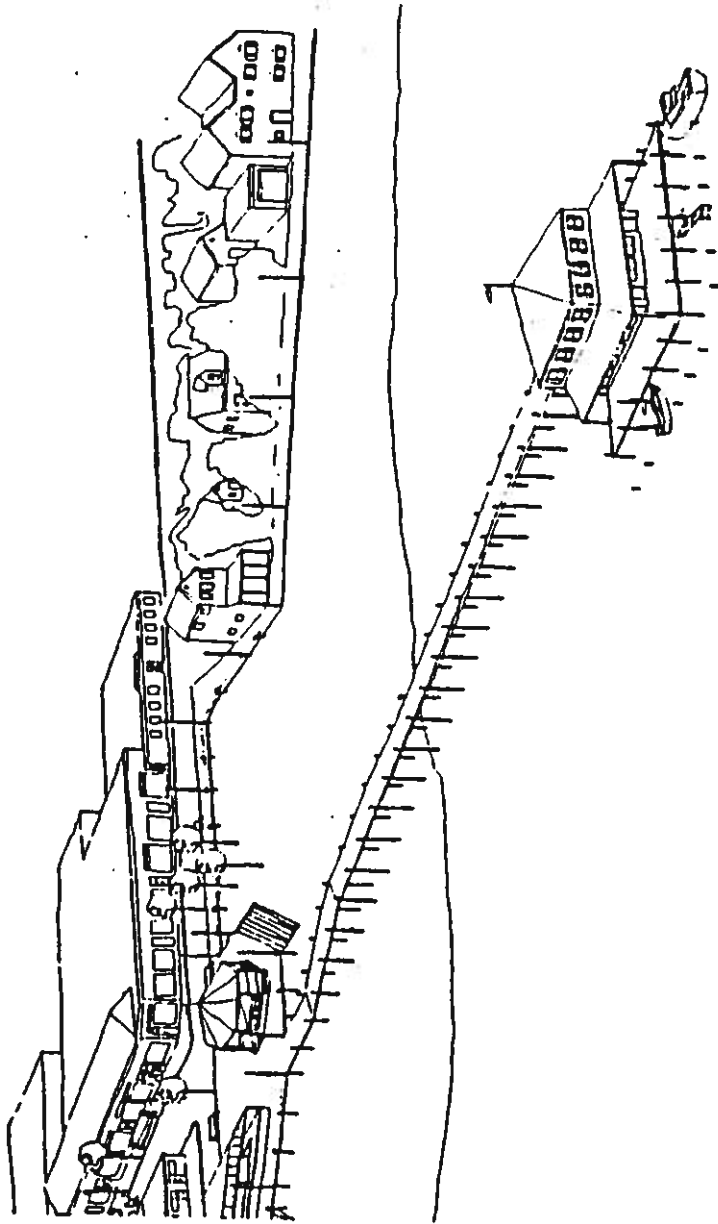
2. Bayfront Focal Points:

The following map illustrates the location of the proposed Bayfront Focal Points. Central among them are: a boardwalk uniting the waterfront from First to Seventh Avenues; a gazebo and pier/restaurant restoration.

The following illustrations provide a concept of how such waterfront improvements could look.



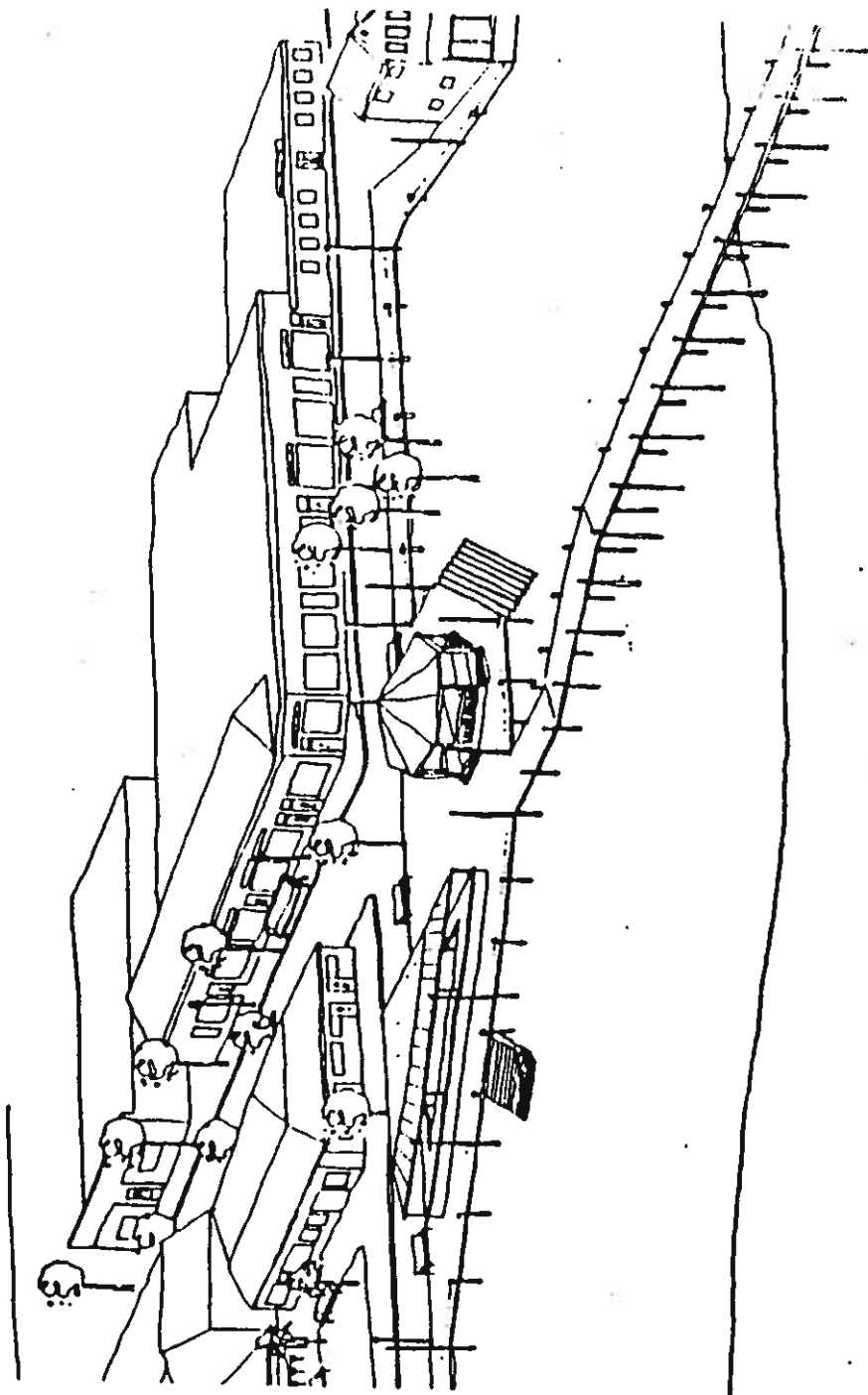




TOWN OF NORTH BEACH
DESIGN STANDARDS

The Phipps Group
Alan Sparber & Associates

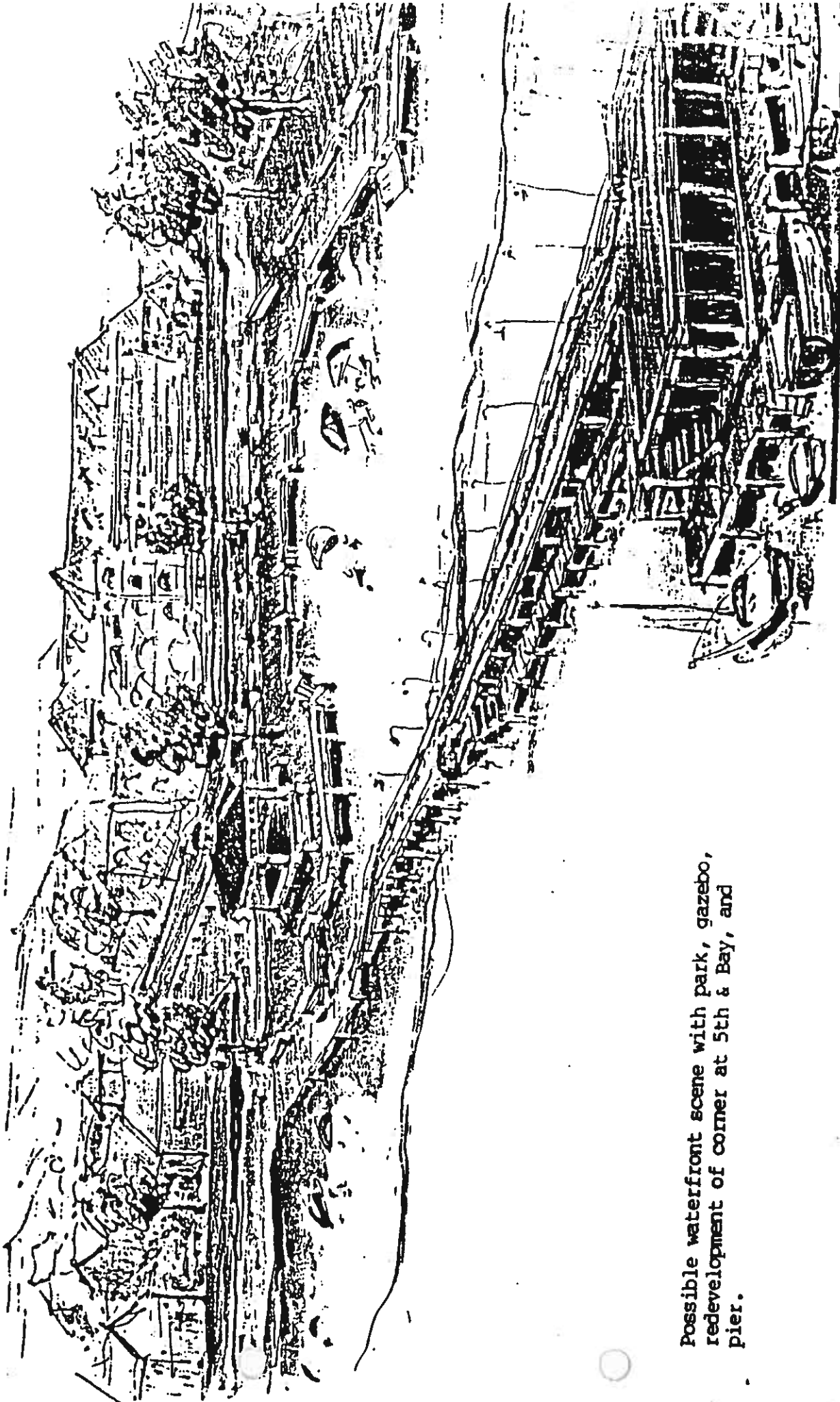
PIER AND RESTAURANT



TOWN OF NORTH BEACH
DESIGN STANDARDS

The Phipps Group
Alan Sparber & Associates

WATERFRONT PARK



Possible waterfront scene with park, gazebo, redevelopment of corner at 5th & Bay, and pier.

ARTHUR BEARD ENGINEERS, INC.

3. Sidewalks:

There are many choices now available as to sidewalk material. While concrete pavers are suitable choice where brick might be considered, these design standards recommend that from the point of view of cost and maintenance, that the Town of North Beach construct sidewalks of exposed aggregate concrete.

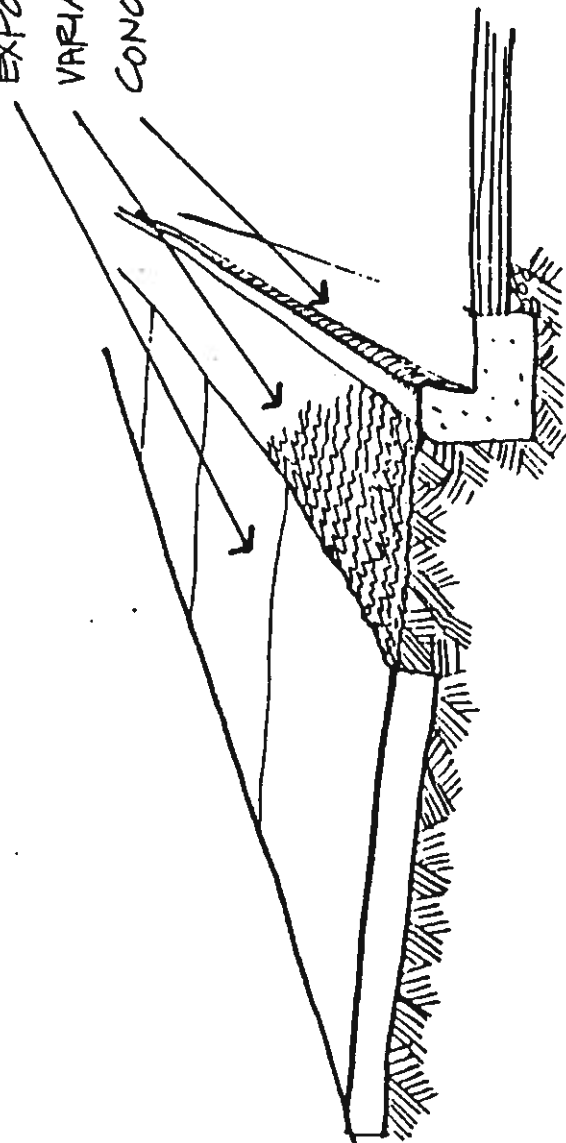
The exposed aggregate gives a warm textured tone to the sidewalk, is extremely durable, and is slightly more expensive than concrete.

It is further recommended that the Town undertake, as soon as it is financially feasible, an extensive tree planting program particularly in the commercial core, and that tree grates, lights, and benches be included in this capital improvement program.



STREET FURNITURE

EXPOSED AGGREGATE CONCRETE SIDEWALK
VARIABLE WIDTH GREEN/LANDSCAPE STR
CONCRETE CURB AND GUTTER

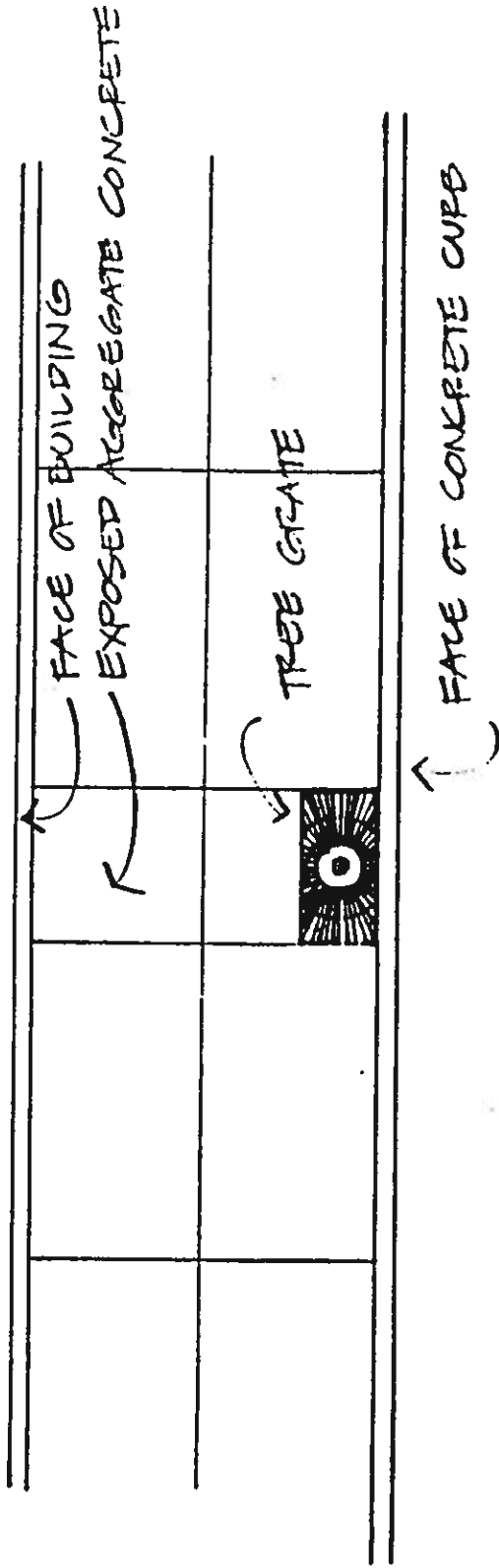


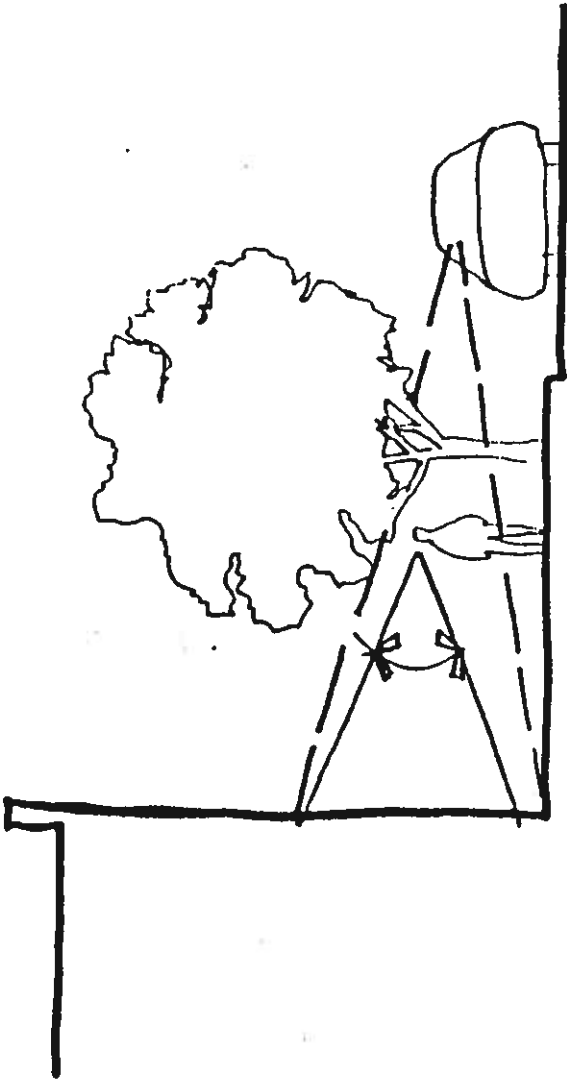
NEW SIDEWALK AREAS

TOWN OF NORTH BEACH
DESIGN STANDARDS

The Phipps Group
Alan Sperber / & Associates

RESIDENTIAL SIDEWALK





USE CANOPY TREES TO
KEEP CLEAR VISION FIELD
AT COMMERCIAL GROUND
FLOOR LEVEL.

4. Street Trees:

A number of considerations affect the location and installation of street trees in the public right-of-way. Underground utilities and the relationship of tree planting to parking and storefront entrances must be taken into consideration.

THE GRATES - standard



TREE GRATES

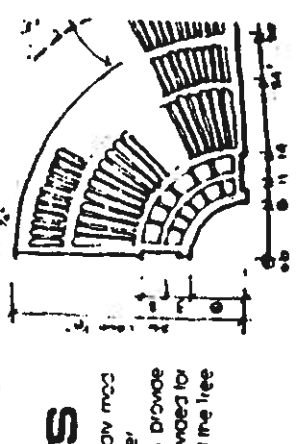
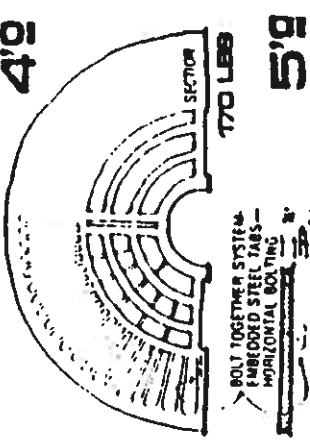
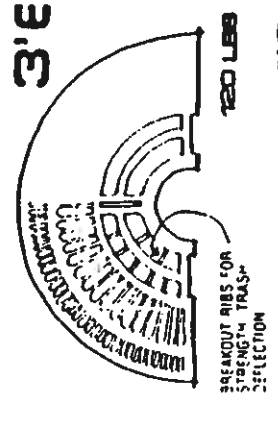
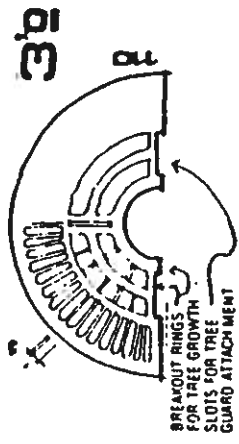
Historic value: Mainly functional to allow natural watering, easy tree replacement and to provide roof and trunk protection by creating an architectural transition from paving to tree.

Urban grate functional values: 1) Break-out centers to allow trunk growth. 2) Casters to allow grates to be bolted into a rigid unit that is virtually unremovable by vandals. 3) Built-in locations to attach any of our Tree Guards. 4) Built-in locations for up-lighting if desired. 5) Sizes that coordinate with common urban grates and 6) Our grate groups are designed to match to most sizes and sources can be used together to produce archway profiles.

Urban grate design values: We also carefully detail, produce and finish our grates to maximize visual appeal and maximize the architectural quality.

Finish: Our high carbon cast iron grates to its own natural patina and requires no further finish. This minimizing maintenance and providing you with a surface finish unsurpassed in the cast iron industry.

Site: All Urban grates are made to the same surface grade and are designed to be installed in a standard installation. We strongly recommend use of our custom-designed steel angle frame for use as a form when pouring the surrounding concrete. See FRAMES & all the frame ensures that grates will lie evenly in some situations with careful preparation and installation our grates can also be used without a frame on a gravel bed or with a cast concrete lip.



STANDARD FLATS

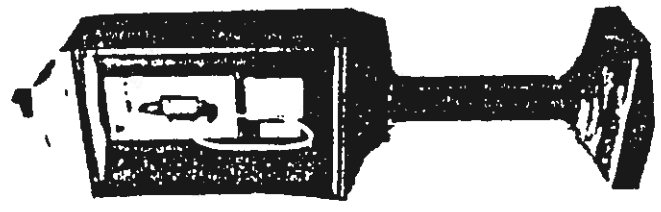
Design: A classic, simple design that we've repeatedly modified to improve functional strength and visual character.

Special features: The added recessed center bars provide strength and deflect cast iron center slots are provided for on-site attachment and an exact vertical line tuning of the tree.

2 GUARDS
UPX 65

TOWN OF NORTH BEACH
DESIGN STANDARDS

The Pipes Group
Alan Soether & Associates



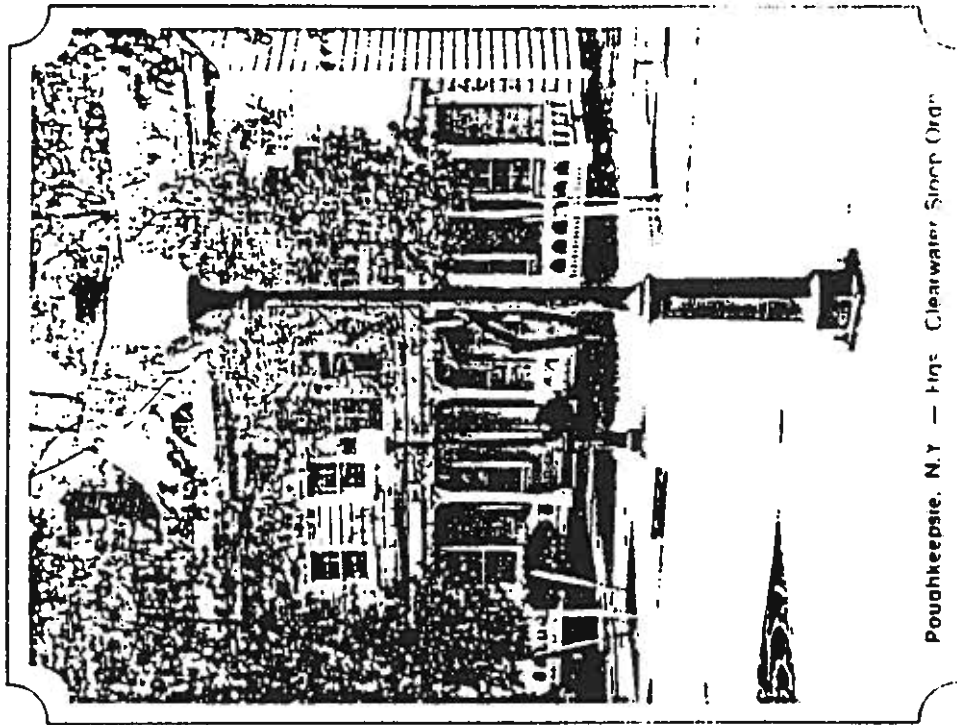
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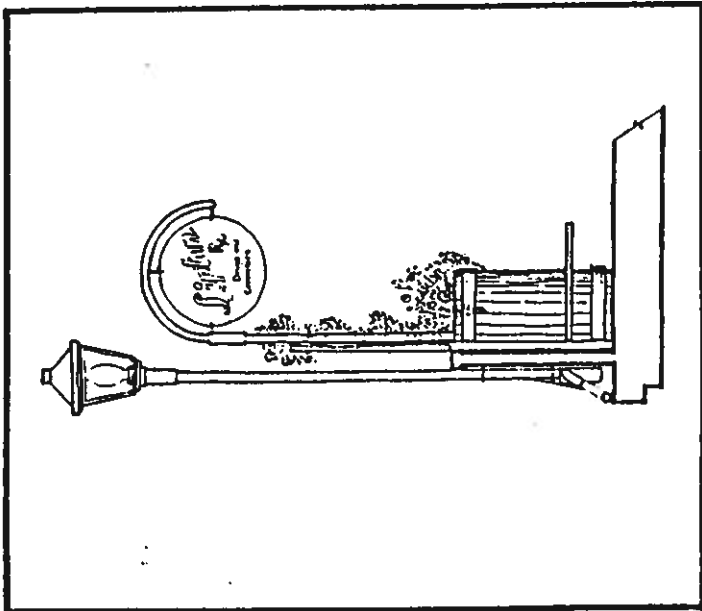
TYPES OF TREE GRATES

5. Lighting:

Lighting which is of moderate intensity, attractive design, and properly spaced (max. 40' o.c. for adequate continuity of illumination), and low height (10-12') will contribute very significantly to the positive quality of North Beach. Lighting acts not only to make an area more attractive and appealing at night, but contributes to the positive sense of security of pedestrians.

To help achieve the resort Victorian feeling in North Beach, a "Newburyport Post" or a lighting standard from a similar period could be used.





Above: The design of a street furniture unit combining seating, planting, lighting and signs.

Below: Alternative light fixtures for the Plaza related to pedestrian scale

