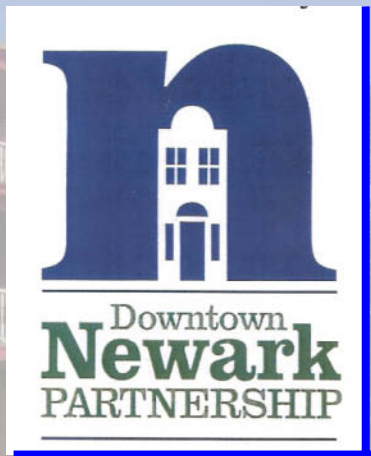


DESIGN GUIDELINES FOR



DOWNTOWN NEWARK



www.enjoydowntownnewark.com





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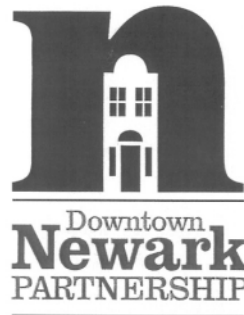
DESIGN GUIDELINES FOR DOWNTOWN NEWARK

PREPARED BY THE

DESIGN COMMITTEE

OF THE

DOWNTOWN NEWARK PARTNERSHIP



SECOND EDITION 2007

INTRODUCTION

INSPIRED BY THE VISION OF THE NATIONAL MAIN STREET CENTER AND THE DELAWARE MAIN STREET PROGRAM, THE DOWNTOWN NEWARK PARTNERSHIP'S DESIGN COMMITTEE HAS DEVELOPED THESE DOWNTOWN NEWARK DESIGN GUIDELINES.

WE INTEND THESE DESIGN GUIDELINES TO SUSTAIN AND STRENGTHEN DOWNTOWN NEWARK'S SMALL TOWN UNIQUENESS AND APPEAL. WE BELIEVE THEY WILL ENCOURAGE THE USE OF DESIGN ELEMENTS APPROPRIATE TO MAIN STREET'S 19TH CENTURY SCALE AND BUILDING PATTERNS, ENCOURAGE THE CONTINUING RELATIONSHIP OF BUILDINGS TO THE STREETScape AND ADD TO THE ENJOYMENT OF PEOPLE VISITING OUR COMMUNITY. THEY ARE MEANT TO CREATE A VISUALLY ATTRACTIVE, DISTINCTIVE, ACCOMMODATING AND PROTECTIVE ENVIRONMENT FOR EVERYONE THAT COMES TO DOWNTOWN NEWARK. WE BELIEVE THESE GUIDELINES WILL PROVIDE SUPPORT FOR A HEALTHY TOWN CENTER, AND BY DRAWING MORE PEOPLE DOWNTOWN AND ADDING TO THE ENJOYMENT OF PEOPLE VISITING OUR COMMUNITY, WILL HELP TO STIMULATE AND SUSTAIN ECONOMIC ACTIVITY.

THE STANDARDS INCLUDED IN THIS MANUAL ARE MEANT TO AUGMENT THE EXISTING STREET ENVIRONMENT, AND ARE NOT INTENDED TO LIMIT CREATIVITY. IN ADDITION, THE DEVELOPMENT OF DESIGN GUIDELINES IS A DYNAMIC PROCESS — AND AS A RESULT, DESIGN CRITERIA MAY CHANGE AS DOWNTOWN AND THE COMMUNITY CHANGES.

DESIGN GUIDELINES WORKING GROUP

JOE CHARMA, DESIGN CHAIRMAN

LORI ATHEY

DAVID DALBY

MAUREEN FEENEY ROSER

DAVID ROBERTSON

HOWARD SMITH

JEAN WHITE

BALANCE OF DESIGN COMMITTEE

PAT BARTLING

ROY LOCKER

SUSAN ROSEBERRY ROWLANDS

BARBARA STEIN

DESIGN RESOURCE MEMBERS

DAVID AMES

GUNTER SHAFFER

MIRA TOVO

ALSO SERVING ON THE DESIGN COMMITTEE IN 2006

ALISON BURRIS

1997 DESIGN GUIDELINES WORKING GROUP

GUNTER SHAFFER, CHAIRMAN

JAN BATY

MAUREEN FEENEY ROSER

DEIRDRE S. PEAKE

DAVID ROBERTSON

REID ROWLANDS

DOMENICK SICILIA

ROBERT WHITMAN



MAIN STREET – THE STREET WHERE NEWARK STARTED



WHERE NEWARK NOW EXISTS, NATIVE AMERICANS CAME AND WENT FOR THOUSANDS OF YEARS, FOLLOWING THE WATERWAYS AND THE SEASONS. IN THE 1700'S EUROPEAN SETTLERS CAME, ESTABLISHING MILLS ALONG THE NEARBY CREEKS AND CREATING A COMMUNITY ALONG ONE DIRT ROAD. THE CROSSROADS VILLAGE EVENTUALLY BECAME THE MARKET TOWN OF NEWARK AND THAT DIRT ROAD ITS MAIN STREET. THE TOWN GREW WITH THE CONTINUED AGRICULTURAL DEVELOPMENT OF OUTLYING LANDS.

IN 1758, KING GEORGE II OF ENGLAND HAD GRANTED A CHARTER, WHICH CAME TO BE SEEN AS THE OFFICIAL ESTABLISHMENT OF NEWARK. THE KING'S CHARTER SPECIFICALLY GAVE NEWARK THE RIGHT TO HOLD WEEKLY MARKETS AND SEMI-ANNUAL FAIRS NEAR WHAT IS NOW THE ACADEMY LAWN.

UNLIKE OTHER MARKET TOWNS OF ITS TIME, NEWARK'S GROWTH WAS IMPACTED ALMOST FROM ITS BEGINNING BY THE PRESENCE OF EDUCATIONAL INSTITUTIONS. FIRST WAS THE ESTABLISHMENT OF THE ACADEMY OF NEWARK IN THE EARLY 1760'S TO PREPARE YOUNG MEN FOR THE MINISTRY AND OTHER LEARNED PROFESSIONS. DURING THE 19TH CENTURY, PUBLIC SCHOOLS WERE ESTABLISHED AND STOOD ALONG MAIN STREET. BOARDING SCHOOLS AND SEMINARIES FOR YOUNG WOMEN SPRANG UP ALONG MAIN STREET FOR SHORT PERIODS OF TIME. IN 1833, THE STATE OF DELAWARE GRANTED A CHARTER FOR A SCHOOL OF HIGHER LEARNING TO NEWARK COLLEGE, WHICH SOON BECAME DELAWARE COLLEGE AND WAS HOUSED IN THE BUILDING NOW KNOWN AS OLD COLLEGE. IN 1921, DELAWARE COLLEGE BECAME THE UNIVERSITY OF DELAWARE.

STARTING WITH THE CIVIL WAR ERA, LOCAL MANUFACTURING INTERESTS BEGAN TO PREDOMINATE IN NEWARK'S ECONOMY, LEADING TO THE DEVELOPMENT OF MORE COMMERCIAL AND RESIDENTIAL BUILDINGS ALONG MAIN STREET AND NEARBY STREETS. ECONOMIC PROSPERITY IN THE LATE 19TH CENTURY LED TO THE CONSTRUCTION OF MORE ELABORATE BUILDINGS ALONG MAIN STREET. THIS ECONOMIC PROSPERITY AND GROWTH CONTINUED ON MAIN STREET AFTER WORLD WAR I AND UP UNTIL THE DEPRESSION. THE GROWTH PICKED UP AGAIN DURING WORLD WAR II AND THEREAFTER.

IN THE LATTER HALF OF THE TWENTIETH CENTURY, NEWARK BEGAN TO GROW SIGNIFICANTLY BEYOND ITS CENTER. FACTORIES THAT HAD OPERATED IN NEWARK NEAR MAIN STREET, LIKE THE CONTINENTAL DIAMOND FIBRE COMPANY AND THE NATIONAL VULCANIZED FIBRE COMPANY, CLOSED AND NEW FACTORIES, INCLUDING (FOR EXAMPLE) CHRYSLER AND FMC, WERE BUILT AT A DISTANCE. PUBLIC INSTITUTIONS, LIKE CITY HALL, THE HIGH SCHOOL, AND THE PUBLIC LIBRARY, WERE RELOCATED TO THE EDGE OF TOWN. SHOPPING MALLS, BUILT OUTSIDE OF TOWN, DREW BUSINESSES AND CUSTOMERS AWAY FROM MAIN STREET.

ALSO BEGINNING IN THE 1960'S, THE UNIVERSITY OF DELAWARE, WHICH HAD GROWN BEYOND ITS ORIGINAL BUILDING TO COVER SEVERAL CITY BLOCKS SOUTH OF MAIN STREET, NOW BEGAN A NEW ERA OF EXPANSION. THE NEW GROWTH RESULTED IN THE PURCHASE BY THE UNIVERSITY OF RESIDENTIAL HOMES NEAR THE CAMPUS. THE STUDENT POPULATION, WHICH DOUBLED, CREATED A MARKET FOR RENTALS ADJACENT TO THE CAMPUS, LEADING TO THE CONVERSION OF MANY SINGLE-FAMILY HOMES TO RENTAL PROPERTIES.



AS A RESULT OF THESE CHANGES, SOME OF MAIN STREET'S OLDER STRUCTURES WERE REPLACED WITH NEW BUILDINGS AND BUSINESSES. MANY RESIDENTS CAME TO FEEL THAT RETAINING THE ATMOSPHERE AND CHARM OF THE OLD CITY WAS IMPORTANT AS NEWARK CONTINUED TO GROW AND PROSPER. THERE HAS BEEN A RENEWED INTEREST IN THE UNIQUENESS OF MAIN STREET AND AN AWAKENING TO THE IMPORTANCE OF PRESERVING ITS SMALL-TOWN SCALE AND THE HISTORIC BUILDINGS THAT REMAIN. IN ADDITION, THERE IS THE OVERWHELMING DESIRE TO KEEP MAIN STREET A VIABLE ECONOMIC TOWN CENTER FOR OUR COMMUNITY THROUGH PRESERVATION AND UNIQUE BUT COMPLEMENTARY DESIGN STRATEGIES.

FROM A DIRT ROAD LAID DOWN NEARLY THREE HUNDRED YEARS AGO TO OUR PRESENT MAIN STREET, RICH IN POSSIBILITY, IS A STORY TO WHICH MANY HAVE CONTRIBUTED. THOSE WHO BELIEVE THAT GOOD DESIGN HAS AN ESSENTIAL ROLE TO PLAY IN CONTRIBUTING TO A RENEWED MAIN STREET, SUBMIT THESE DESIGN GUIDELINES AS A TOOL TO MEET THIS GOAL.



OVERVIEW OF THE DESIGN GUIDELINES



MANY STORE OWNERS REGARD THE APPEARANCE OF THEIR BUILDINGS AS SECONDARY TO THE MORE IMMEDIATE CONCERNS OF RUNNING THEIR BUSINESS. AT TIMES, THEY NEGLECT OR MISHANDLE THEIR BUILDINGS. YET ECONOMIC DEVELOPMENT EXPERTS AND THE MAIN STREET PROGRAM EXPERIENCE SHOW THAT APPEARANCE AND GOOD DESIGN ARE CRITICAL TO A HEALTHY COMMERCIAL DISTRICT. WITH THE PUBLIC AND PRIVATE SECTORS WORKING TOGETHER TO CREATE AN ATTRACTIVE IMAGE, DOWNTOWN AS A WHOLE WILL BENEFIT.

WITH ITS HISTORY, BUILDINGS, SETTING AND PLACE WITHIN THE COMMUNITY, NEWARK'S DOWNTOWN IS UNIQUE AND SPECIAL. IT MAKES SENSE TO ACKNOWLEDGE THESE RESOURCES AND TAKE FULL ADVANTAGE OF THEM TO DEVELOP THE QUALITIES THAT ARE ALREADY PRESENT DOWNTOWN – QUALITIES A MALL OR STRIP MALL WILL NEVER HAVE. THE DIVERSE USES OF DOWNTOWN BUILDINGS, NOT ONLY FOR COMMERCIAL USES, BUT ALSO FOR PUBLIC USES SUCH AS POST OFFICE, CHURCHES, SCHOOL BUILDING, GIVE MAIN STREET A DYNAMIC ASPECT NOT FOUND ANYWHERE ELSE. (SEE DOWNTOWN'S ARCHITECTURAL CHARACTER)

IN ADDITION TO THE QUALITY OF THE DESIGN ITSELF, A NEW AND/OR REMODELED BUILDING SHOULD BE EVALUATED AS IT RELATES TO ITS SURROUNDINGS. BY RELATING BUILDINGS TO EACH OTHER, NEW CONSTRUCTION AND BUILDING RENOVATIONS ARE WELCOME ADDITIONS TO DOWNTOWN.

ATTEMPTING TO MAKE A BUILDING LOOK OLDER OR MISUSING DECORATIONS, ARCHITECTURAL ELEMENTS OR FEATURES FROM EARLIER STYLES FALSIFIES THE INTEGRITY OF THE STRUCTURE. IT ALSO DETRACTS FROM THE REAL HISTORY OF THE ADJACENT BUILDINGS. THESE ISSUES OF REHABILITATION ARE ESPECIALLY CRUCIAL TO OUR MAIN STREET BECAUSE OF THE WEALTH OF OLDER BUILDINGS WHICH REMAIN. A GOOD SOURCE OF INFORMATION ON THE APPROPRIATE REHABILITATION OF OLDER BUILDINGS IS AVAILABLE IN THE CITY PLANNING DEPARTMENT. SEE PLANNING DEPARTMENT FOR INFORMATION.

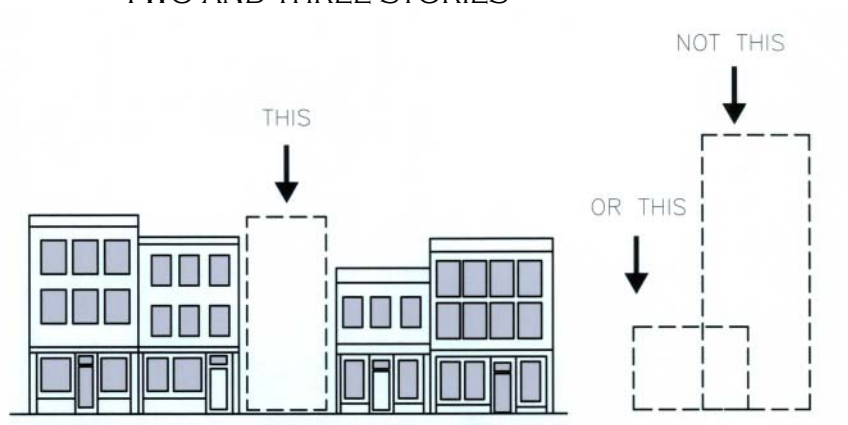
ALL NEW CONSTRUCTION AND RECONSTRUCTION SHOULD BE VIEWED WITHIN THE CONTEXT OF MAIN STREET THAT IS DEFINED IN PART BY:

PRIMARILY TWO OR THREE STORY OLDER MIXED-USE BUILDINGS WITH GROUND FLOOR COMMERCIAL AND SECOND AND THIRD FLOOR OFFICE AND LIVING SPACES WITH CLEARLY ARTICULATED FACADES AND A VARIETY OF TRANSITION ZONES.

NONETHELESS, WE WELCOME CREATIVE DESIGN, WHICH MIGHT NOT CONFORM TO THE CONTEXTUAL STREETScape.

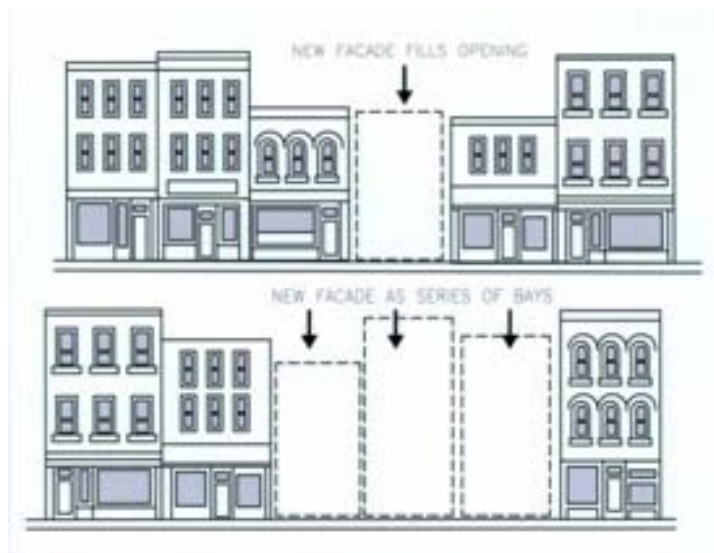
1. HEIGHT

TWO AND THREE STORIES



2. WIDTH

RESPECT THE AVERAGE BUILDING WIDTH. IF WIDER, FACADES SHOULD BE ARTICULATED BY BAYS REFLECTING THE AVERAGE WIDTH OF ADJACENT BUILDINGS.



3. OVERALL PROPORTION

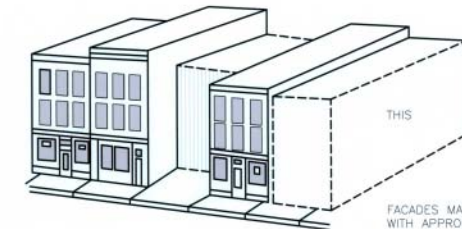
THE RELATIONSHIP BETWEEN HEIGHT AND WIDTH. OVERALL SHAPE OF THE BUILDING SHOULD BE SIMILAR TO NEIGHBORING EXISTING BUILDINGS AND COMPATIBLE WITH THE STREETScape.



4. RELATIONSHIP TO STREET

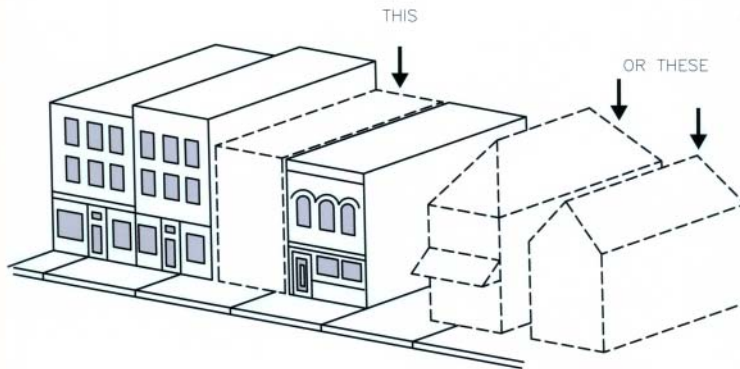
THE NEW BUILDING'S SETBACK SHOULD BE CONSISTENT WITH THAT OF NEIGHBORING BUILDINGS. RELATIONSHIP TO THE STREET, HOWEVER, IS MORE THAN SETBACK – IT INVOLVES THE TRANSITION ZONE FROM THE STREET TO THE BUILDING. CONSIDER:

- A) PROTECTION FROM ELEMENTS: CANOPIES, AWNING, PORCH, RECESSED ENTRIES, SECOND FLOOR OVERHANG – AREA TO SIT, BROWSE OR STAND OUT OF THE RAIN. CONSIDER PLANTERS INTEGRATED WITH SEATING AND DISPLAY WINDOWS.
- B) DISTINGUISH 'BUILDING PAVEMENT' FROM CITY SIDEWALK WITH BRICK, TILE, EXPOSED AGGREGATE OR TINTED OR COLORED CONCRETE.
- C) USE FACADE MATERIALS FROM A SELECTION OF DURABLE YET ATTRACTIVE MATERIALS. TRY TO MATCH HISTORIC MATERIALS. CONTRASTING MATERIALS CAN BE USED TO DEFINE THE ENTRY AREA.



5. ROOF & CORNICE LINES

THE ROOFLINE IS A VISUALLY IMPORTANT PART OF THE BUILDING TO ADJACENT STRUCTURES AND THE REST OF MAIN STREET. GENERALLY ROOF AND CORNICE LINES SHOULD BE EITHER HORIZONTAL OR TRIANGULAR.



6. COMPOSITION

THE ORGANIZATION OF BUILDING PARTS SHOULD BE SIMILAR TO THAT OF SURROUNDING FACADES. IMPORTANT CONSIDERATIONS FOR SPECIFIC BUILDING PARTS (WINDOWS, DOORS, ETC.):

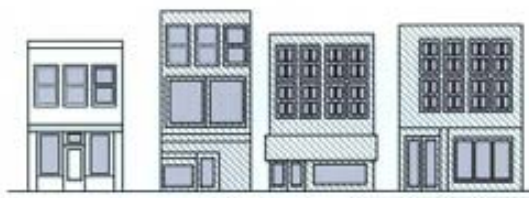
STOREFRONT LEVEL — CONSIDER MAIN ENTRY AND WINDOWS, HEAD AND SILL LINES AND VERTICAL STRUCTURE;

UPPER FACADE — CONSIDER SECOND AND /OR THIRD STORY, HEAD AND SILL LINES AND VERTICAL STRUCTURE;

CORNICE — CONSIDER CORNICE LINE, PARAPET WALL, GABLE ROOF, PEDIMENT, CORBEL, AND COPING.



EXISTING FACADES ARE SIMILAR IN ARRANGEMENT

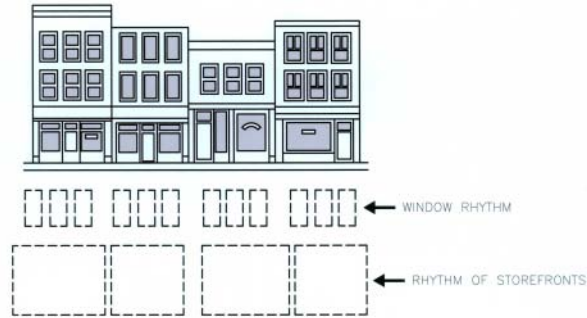


THIS NOT THIS NOT THIS NOT THIS

NEW BUILDING FACADES

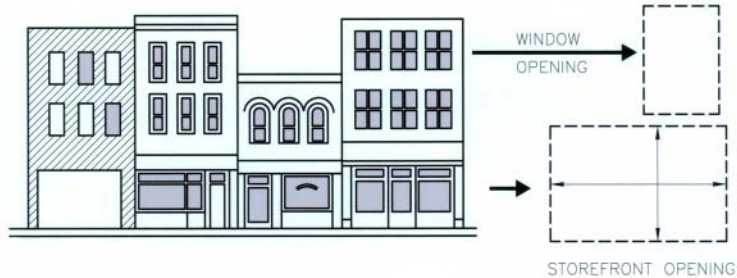
7. RHYTHM

RHYTHM THAT CARRIES THROUGHOUT THE BLOCK (AN ESTABLISHED PATTERN SUCH AS WINDOW SPACING, ENTRYWAYS, BAY WIDTH, ROOFLINES, ETC.) SHOULD BE INCORPORATED INTO THE NEW FACADE.



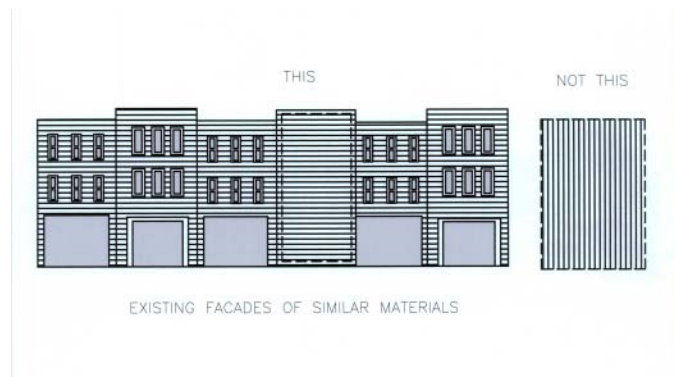
8. PROPORTIONS OF OPENINGS

THE SIZE AND PROPORTION OF WINDOW AND DOOR OPENINGS SHOULD BE SIMILAR TO THOSE ON SURROUNDING FACADES. THE SAME APPLIES TO THE RATIO OF WINDOW AREA TO SOLID WALL FOR THE FACADE AS A WHOLE.



9. MATERIALS AND COLORS

AN INFILL FACADE SHOULD BE COMPOSED OF MATERIALS THAT COMPLEMENT ADJACENT FACADES. THE NEW BUILDING SHOULD NOT STAND OUT AGAINST OTHERS.



10. PARKING

NO PARKING SHOULD BE PLACED BETWEEN THE FRONT OF THE BUILDING AND THE SIDEWALK. PARKING THAT IS VISIBLE FROM THE STREET SHOULD BE APPROPRIATELY SCREENED.

11. PRESERVATION

MANY EXISTING BUILDINGS ADD TO THE HISTORIC AND/OR ARCHITECTURAL CHARACTER OF THE DOWNTOWN. THE APPLICANT IS STRONGLY ADVISED TO TAKE ADVANTAGE OF THESE ASSETS AND PRESERVE AND RESTORE THE BUILDING. THIS MAY INVOLVE PROPER MAINTENANCE, APPROPRIATE INTERNAL UPGRADES, AND SENSITIVE ADDITIONS.

NEW INFILL CONSTRUCTION

THE DESIGN OF A NEW INFILL BUILDING, PARTICULARLY ITS FRONT FACADE, IS A SPECIAL CHALLENGE. IT SHOULD BE DESIGNED TO LOOK APPROPRIATE AND COMPATIBLE WITH SURROUNDING BUILDINGS AS LONG AS THOSE BUILDINGS ARE COMPATIBLE WITH THE MAIN STREET DESIGN CRITERIA. OTHERWISE, THE NEW BUILDING WILL LOOK AWKWARD AND OUT OF PLACE.

THE INFILL FACADE SHOULD NOT PRETEND TO BE HISTORIC BY TOO CLOSELY MIMICKING OLDER FACADES. APPLYING FALSE THEMES, SUCH AS BAVARIAN OR TUDOR ENGLISH, ALMOST ALWAYS DISREGARDS GOOD DESIGN ON MAIN STREET AND CREATES BLOCKS OF BUILDINGS THAT LOOK AWKWARD AND UNCOMFORTABLE.

REVIEW PROCESS

AS EARLY AS POSSIBLE WITH A PROPOSAL FOR NEW DEVELOPMENT, OR ANY CHANGE IN THE STREETScape, IT WOULD BE BENEFICIAL FOR THE DEVELOPER TO GIVE A PRESENTATION IN AN INFORMAL SETTING TO THE DOWNTOWN NEWARK PARTNERSHIP'S DESIGN COMMITTEE. THIS COOPERATION, DISCUSSION AND POSSIBLE ENDORSEMENT BY THE DESIGN COMMITTEE, COULD HELP SIMPLIFY THE COMMUNITY REVIEW PROCESS FOR THE DEVELOPER. AT THIS MEETING AND DURING ANY REQUIRED COMMUNITY REVIEW PROCESS, CONTEXTUAL DRAWINGS, ELEVATIONS OR DIAGRAMS THAT GRAPHICALLY DEPICT HOW THE DEVELOPMENT PLAN RELATES TO ITS SURROUNDING NEIGHBORHOOD OR COMMUNITY CONTEXT SHOULD BE PROVIDED.

THE CONTEXTUAL DRAWING(S) SUBMITTED SHOULD IDEALLY ADDRESS THE FOLLOWING:

STREET FACADE STUDY – SHOW HOW THE PROPOSED BUILDING RELATES TO THE EXISTING NEIGHBORING FACADES (SUBMIT A FRONT ELEVATION SHOWING ADJACENT BUILDINGS).

1. RHYTHM OF HEIGHTS AND WIDTHS IN RELATION TO EXISTING BUILDINGS
2. HARMONIOUS MATERIAL
3. WINDOW PROPORTIONS
4. HIERARCHY OF DOORS, WINDOWS AND CORNICE LINES (REFER TO STREET SURVEY)

SITE PLAN – SHOW HOW THE PROPOSED BUILDING IMPACTS THE SIDEWALK SPACE, OVERALL SITE, AND ADJACENT PROPERTIES (SUBMIT A SITE PLAN)

1. SCALE IN RELATION TO THE STREET
2. RHYTHM, CADENCE OF BUILDING WIDTHS, AND ENTRIES
3. RECESS OR EXTENSION OF ENTRY AREAS OR OTHER AREAS
4. TRANSITION ZONE FROM STREET: SEATING, PLANTINGS, OVERHANGS
5. PEDESTRIAN AND VEHICULAR CIRCULATION

STREET SECTION – SHOW THE INTEGRATION OF:

1. PROTECTION FROM THE ELEMENTS
2. ENTRY ENCLOSURE
3. RELATION OF WINDOWS TO PEDESTRIANS
4. SHADING EFFECT, NOISE ABATEMENT, PLANTINGS
5. SIGNAGE

PERSPECTIVE SKETCHES – INCLUDING TWO ADJACENT PROPERTIES AND THEIR ASSOCIATED BUILDINGS ON EACH SIDE.

1. ONE SKETCH FROM THE EAST
2. ONE SKETCH FROM THE WEST

THERE ARE TWO APPROACHES TO SUBMITTING YOUR PROPOSAL FOR THE DESIGN COMMITTEE TO REVIEW.

1. MEETS THE GUIDELINES

IF YOU FEEL YOUR DESIGN IS IN CONCERT WITH THE GUIDELINES, THEN YOU WOULD SUBMIT YOUR DESIGN AS SUCH AND THAT WILL BE HOW IT IS EVALUATED. WE WILL REVIEW THE PROJECT AS OUTLINED IN THIS DOCUMENT. WE WOULD RATE IT AS 'MEETS OR EXCEEDS THE CRITERIA'; OR 'DOES NOT MEET THE CRITERIA'. WE ALSO CAN MAKE REMARKS ABOUT THE DECISIONS FOR EACH OF THE CRITERIA IF WE FEEL IT WOULD BE HELPFUL TO PLANNING COMMISSION AND/OR CITY COUNCIL TO UNDERSTAND OUR EVALUATION. THE RECOMMENDATION IS THEN SUBMITTED TO THE PLANNING DEPARTMENT FOR CONSIDERATION BY THE PLANNING COMMISSION AND CITY COUNCIL

2. UNIQUE DESIGN

IF YOU FEEL YOUR DESIGN IS OUTSTANDING BUT UNIQUE AND DOES NOT CLOSELY FIT THE CRITERIA OF THESE GUIDELINES, IT CAN STILL BE CONSIDERED GOOD DESIGN AND THE DESIGN COMMITTEE WILL REVIEW IT FROM THAT STANDPOINT. RATHER THAN STAY AS STRICT TO THE CRITERIA (AS IN #1), WE WOULD EVALUATE YOUR DESIGN ON GENERALLY ACCEPTED PRINCIPLES OF GOOD DESIGN AND THE EXCEPTIONAL ASPECTS OF YOUR PROJECT. WE WILL SUBMIT THE SAME REPORT (NOTING THAT IS A UNIQUE DESIGN) WITH COMMENTS AS WE DEEM HELPFUL.

DESIGN EVALUATION

THE DESIGN COMMITTEE WILL EVALUATE THE PROPOSAL AS FOLLOWS:

- REVIEW THE DESIGN PRESENTED ON EACH OF THE 11 CRITERIA LISTED HEREIN.
- REACH A CONSENSUS FOR EACH CRITERIA CATEGORY ON WHETHER THE DESIGN:
 - MEETS OR EXCEEDS THE CRITERIA
 - DOES NOT MEET THE CRITERIA
- THE COMMITTEE MAY ADD COMMENTS TO ANY OF THE CRITERIA TO BETTER EXPLAIN ITS VIEW
- THE COMMITTEE MAY ADD GENERAL COMMENTS TO THE REPORT
- THE COMMITTEE WILL INCLUDE A RECOMMENDATION TO APPROVE OR NOT APPROVE THE SUBMISSION

A REPORT OF THE RESULTS WILL BE FORWARDED TO PLANNING COMMISSION AND CITY COUNCIL FOR THEIR USE IN CONSIDERATION OF THE SUBMISSION.

DOWNTOWN'S ARCHITECTURAL CHARACTER

THE MIXTURE OF BUILDINGS, THEIR FUNCTIONS, AND RESULTING DESIGN HAVE CREATED A UNIQUE CHARACTER IN DOWNTOWN THAT MERITS ENCOURAGING.

IN SELECTING THESE PARTICULAR BUILDINGS TO USE AS EXAMPLES OF GOOD DESIGN, WE ARE ASKING — WHAT CONTRIBUTES TO THE GOOD DESIGN OF THE BUILDINGS THEMSELVES? WHICH ELEMENTS RESULT IN A PEDESTRIAN-FRIENDLY STREETScape? DOES THE DESIGN EXPRESS THE FUNCTION OF THE BUILDING (RESIDENTIAL, OFFICE, SCHOOL, BANK)? ARE IMPORTANT FUNCTIONAL PARTS OF THE BUILDING EMPHASIZED (ENTRY, EXIT, WINDOWS)?

NOTE: NUMBERS BELOW CORRESPOND TO THE DESIGN GUIDELINE CRITERIA NUMBERS

DEER PARK



108 WEST MAIN STREET

- BUILT IN 1851
- ORIGINAL USE - HOTEL WITH OTHER USES INCLUDING YOUNG WOMEN'S FINISHING SCHOOLS, SEMINARY, BALLROOM AND AUDITORIUM.
- PRESENT USE - RESTAURANT WITH BARS
- ON NATIONAL REGISTER OF HISTORIC PLACES
 1. HEIGHT: 3 1/2 STORIES
 2. WIDTH: 9 BAY
 3. PROPORTION: RECTANGLE
 4. RELATIONSHIP TO STREET: 15' SETBACK. ENTRY LOCATION: SEVERAL
 5. ROOFS AND CORNICES: GABLE
 9. MATERIALS: BRICK
- SPECIAL DETAILS: WRAP AROUND PORCH, LANDSCAPING WITH TREES, DOUBLE GABLE END CHIMNEYS AND THREE THIRD FLOOR DORMERS.

ELLIOT HALL



26 EAST MAIN STREET

- ❑ BUILT IN 1775 (WESTERN SECTION), ADDITION CONSTRUCTED IN 1850S
- ❑ ORIGINAL USE – HOME OF ALEXANDER MCBEATH
- ❑ PRESENT USE – OFFICES, UNIVERSITY OF DELAWARE
- ❑ ON NATIONAL REGISTER OF HISTORIC PLACES
 1. HEIGHT: 2 1/2 STORIES
 2. WIDTH: 4 BAY
 3. OVERALL PROPORTION: RECTANGLE
 4. RELATIONSHIP TO STREET: FACADE IS 4 FEET ABOVE AND 10 FEET BACK FROM STREET LINE. ENTRY LOCATION IS OFF CENTER (MAY HAVE ONCE BEEN A DOUBLE ENTRY)
 5. ROOFS AND CORNICES: 6/12 PITCH PARALLEL TO STREET
 9. MATERIALS: FLEMISH BOND BRICK WITH BELT COURSE AT 2ND FLOOR LEVEL AND WATERTABLE BELOW WINDOW
- ❑ SPECIAL DETAILS: 2 STORY; 2 BAY STUCCO (PAINTED) ADDITION ON EAST END; 3 GABLED (SYMMETRICAL) DORMERS AND 2 GABLE END BRICK CHIMNEYS; CORNICE WRAPS GABLE END

ALUMNI HALL



24 EAST MAIN STREET

- ❑ BUILT IN 1810
- ❑ ORIGINAL USE – HOME OF JOSEPH CHAMBERLAIN
- ❑ PRESENT USE: OFFICE OF ALUMNI AND UNIVERSITY RELATIONS, UNIVERSITY OF DELAWARE
- ❑ ON THE NATIONAL REGISTER OF HISTORIC PLACES
 1. HEIGHT: 2 STORIES
 2. WIDTH: 3 BAY
 3. OVERALL PROPORTION: ALMOST (OR ONCE WAS) SQUARE
 4. RELATIONSHIP TO STREET: FACADE IS 5 FEET ABOVE AND 8 FEET BACK FROM STREET. ENTRY- WAINSCOTED SIDE LIGHTS (2) WITH SUN BURST FAN LITE TRANSOM.
 5. ROOFS AND CORNICES: 10/12 OR 12/12 PARALLEL TO STREET
 9. MATERIALS: FLEMISH BOND BRICK
- ❑ SPECIAL DETAILS: 2 SYMMETRICAL BARREL VAULT DORMERS; BRICK CHIMNEY ON 1 GABLE END; ADDITIONS- 1 1/2 STORY STUCCO AND COLUMNED (4) SIDE PORCH WITH 3 BAY CENTER HALL; 2ND FLOOR LOUVERED SHUTTERS; 1ST FLOOR SOLID PANEL SHUTTERS

RHODES PHARMACY/ NEWARK DELI & BAGEL



36 EAST MAIN STREET

- BUILT IN 1917
- ORIGINAL USE – PHARMACY
- CURRENT USE – BAGEL SHOP
- ON NATIONAL REGISTER OF HISTORIC PLACES
- 1. HEIGHT: 2 STORY WITH 3 FOOT PARAPET
- 2. WIDTH: 3 BAY FACADE WITH LARGE CENTER BAY
- 3. OVERALL PROPORTION: RECTANGLE
- 4. RELATIONSHIP TO STREET: ZERO FOOT SETBACK.
ENTRY- RECESSED 6 FEET
- 5. ROOFS AND CORNICES: FACADE WRAPS BUILDING ONE BAY EACH SIDE.
- 9. MATERIALS: CAST STONE
- SPECIAL DETAILS: GOTHIC TRACERY AND DETAILING INCLUDING GARGOYLES AND TREFOIL ARCHES

TCBY



72 EAST MAIN STREET

- BUILT IN 1897
- ORIGINAL USE – BANK
- CURRENT USE: FROZEN YOGURT SHOP
- 1. HEIGHT: 2 STORIES
- 2. WIDTH: 3 BAY
- 3. OVERALL PROPORTION: SQUARE
- 4. RELATIONSHIP TO STREET: ZERO FEET SETBACK. ENTRY-CENTRAL / RECESSED
- 5. ROOFS AND CORNICES: PYRAMIDAL
- 9. MATERIALS: BRICK
- SPECIAL DETAILS: ARCHED SIDE WINDOWS, MULTI-COLORED AWNING AND WROUGHT IRON RAILING TO DEFINE SEATING AREA. ROOF SPIRE

WILMINGTON TRUST



82 EAST MAIN STREET

- BUILT IN 1926
- ORIGINAL USE: BANK (FARMERS TRUST COMPANY)
- CURRENT USE: BANK (WILMINGTON TRUST COMPANY)
- ON NATIONAL REGISTER OF HISTORIC PLACES
- 1. HEIGHT: 1 1/2 STORIES
- 2. WIDTH: 3 BAY
- 3. OVERALL PROPORTION: RECTANGLE
- 4. RELATIONSHIP TO STREET: ZERO FEET SETBACK-
ENTRY- CENTRAL DOOR ENTRY WITH SMALL RECESS
- 5. ROOF: FLAT
- 9. CAST STONE ON BRICK
- SPECIAL DETAILS: NEO-CLASSICAL REVIVAL ARCHES AND COLUMNS

COX BUILDING



94-96 EAST MAIN STREET

- BUILT IN 1882
- ORIGINAL USE – HOME OF DAVID B. CASKEY
- CURRENT USE – DENTIST OFFICE, OTHER OFFICES AND APARTMENTS ABOVE
- ON NATIONAL REGISTER OF HISTORIC PLACES
- 1. HEIGHT: 3 STORIES
- 2. WIDTH: 3 BAY
- 3. OVERALL PROPORTION: RECTANGLE
- 4. RELATIONSHIP TO STREET: FACADE IS 4 FEET ABOVE AND 10 FEET BACK FROM STREET LINE
- 5. ROOFS AND CORNICES: FLAT
- 9. MATERIALS: GREEN SERPENTINE GRANITE WITH LIMESTONE KEYSTONES, BRICK SIDES AND REAR
- SPECIAL DETAILS: SECOND AND THIRD FLOOR PORCH BRACKETS BY 2 STORY BAYS, VICTORIAN ELEMENTS.

BANK OF NEWARK



102 EAST MAIN STREET

- ❑ BUILT BEFORE 1850
 - ❑ ORIGINAL USE: ITS ORIGINAL USE COULD BE THAT OF A HOME. IN 1855 PART OF THE BUILDING BECAME THE LOCATION OF NEWARK'S FIRST BANK.
 - ❑ CURRENT USES: OFFICES
 - ❑ ON NATIONAL REGISTER OF HISTORIC PLACES
1. HEIGHT: 3 STORIES
 2. WIDTH: 5 BAY
 3. OVERALL PROPORTION: RECTANGLE
 4. RELATIONSHIP TO STREET: FACADE 4 FEET ABOVE STREET AND 10 FEET BACK FROM STREET LINE. ENTRY: CENTRAL WITH PORCH
 5. ROOFS AND CORNICES: 6/12 PITCH PARALLEL TO STREET
 9. MATERIALS: BRICK
- ❑ SPECIAL DETAILS: DECORATIVE LINTELS

POST OFFICE



110 EAST MAIN STREET

- ❑ BUILT IN 1929
 - ❑ ORIGINAL USE: POST OFFICE
 - ❑ CURRENT USE: POST OFFICE
1. HEIGHT: 1 STORY
 2. WIDTH: 3 BAY
 3. OVERALL PROPORTION: TRIPLE SQUARE
 4. RELATIONSHIP TO STREET: FACADE IS BACK 14-16 FEET FROM STREET LINE- ENTRY: CENTRAL WITH PORCH
 5. ROOFS AND CORNICES: SLATE HIP ROOF
 9. MATERIALS: RAISED BRICK
- ❑ SPECIAL DETAILS: 4' DEEP COLUMNED PORCH WITH TRIANGULAR PEDIMENT.

KLONDIKE KATE'S



154-158 EAST MAIN STREET

- BUILT IN 1880
- ORIGINAL USE: GRANGE HALL AND COOPERATIVE STORE
- PRESENT USE: RESTAURANT WITH BARS, AND BARBER SHOP
- ON NATIONAL REGISTER OF HISTORIC PLACES
- 1. HEIGHT: 3 STORIES
- 2. WIDTH: 5 BAYS WITH SEVERAL FIRST FLOOR ENTRIES
- 3. OVERALL PROPORTION: DOUBLE SQUARE
- 4. RELATIONSHIP TO STREET: FACADE IS 2 FEET ABOVE AND 8-10 FEET SETBACK FROM STREET-MAIN ENTRANCE AT CORNER
- 5. ROOFS AND CORNICES: PATTERNED SLATE MANSARD ROOF
- 9. MATERIALS; PAINTED STUCCO OVER BRICK
- SPECIAL DETAILS: SEGMENTED ARCH WINDOWS ON ALL THREE FLOORS, AWNINGS, FRONT DECK.

ST JOHN THE BAPTIST CATHOLIC CHURCH



200 EAST MAIN STREET

- BUILT IN 1883
- ORIGINAL USE: CATHOLIC CHURCH
- CURRENT USE: CATHOLIC CHURCH
- ON NATIONAL REGISTER OF HISTORIC PLACES
- 1. HEIGHT: 1 1/2 STORIES
- 2. WIDTH: 3 BAY
- 3. OVERALL PROPORTION: RECTANGLE
- 4. RELATIONSHIP TO STREET: FACADE IS 3 FEET ABOVE AND SETBACK 12-15 FEET FROM STREET LINE.
- 5. ROOFS AND CORNICES: 12/12/ PATTERNED SLATE
- 9. MATERIALS: SMOOTH RED BRICK
- SPECIAL DETAILS: CORNER BUTTRESSES, CORBELLED BRACKETS AND CORNICE; GABLED PORCH OVER ARCHED ENTRY; FULL HEIGHT ARCHED STAINED GLASS LANCET WINDOWS; BRICK PILASTER AT EACH BAY; SQUARE FRAME CUPOLA WITH BELL TOWERS.

MAIN STREET PLAZA



123 EAST MAIN STREET

- ❑ BUILT IN 1890 (ORIGINAL SECTION)
- ❑ ORIGINAL USE: UNKNOWN
- ❑ CURRENT USE: BANK AND RETAIL STORES; UPPER LEVEL APARTMENTS
- 1. HEIGHT: 3 STORIES
- 2. WIDTH: 3 BAY
- 3. OVERALL PROPORTION: 2/3 HORIZONTAL TO VERTICAL
- 4. RELATIONSHIP TO STREET: SETBACK 8 FEET
- 5. ROOFS AND CORNICES: PERPENDICULAR TO THE STREET
- 9. MATERIALS: BRICK; STUCCO; WOOD CORNICE WITH EXAGGERATED CORNER BRACKETS
- ❑ SPECIAL DETAILS: SEGMENTED ARCH WINDOWS; SEMICIRCULAR PARAPET PROFILE
- ❑ SHOWS GOOD EXAMPLE OF ADAPTIVE RE-USE

ACADEMY BUILDING



MAIN AND ACADEMY STREETS

- ❑ BUILT BETWEEN 1841- 1872
- ❑ ORIGINAL USE: NEWARK ACADEMY (PRIVATE ACADEMY TO EDUCATE YOUNG MEN); LATER NEWARK HIGH SCHOOL UNTIL 1925; TOWN LIBRARY AND NEWARK MUNICIPAL OFFICES)
- ❑ CURRENT USE – PUBLIC RELATIONS OFFICES, UNIVERSITY OF DELAWARE
- ❑ ON NATIONAL REGISTER OF HISTORIC PLACES
- 1. HEIGHT: 3 STORIES WITH RAISED 1ST FLOOR (5'-6")
- 2. WIDTH: 3 BAY
- 3. OVERALL PROPORTION: RECTANGULAR
- 4. RELATIONSHIP TO STREET: SETBACK 80-90 FEET ENTRY- RIGHT SIDE WITH 5 1/2 FOOT DEEP COLUMN FLAT ROOFED PORCH
- 5. ROOFS AND CORNICES: PARALLEL TO STREET
- 9. MATERIALS: BRICK
- ❑ SPECIAL DETAILS: CONTINUOUS CORBELLED CORNICE, 4TH FLOOR BELVEDERE

CHRISTINA SCHOOL DISTRICT BUILDING



83 EAST MAIN STREET

- ❑ BUILT IN 1884
- ❑ ORIGINAL USE: PUBLIC SCHOOL, GRADES 1- 12
- ❑ PRESENT USE: VACANT – OWNED BY CHRISTINA SCHOOL DISTRICT; USE IN TRANSITION
- ❑ ON NATIONAL REGISTER OF HISTORIC PLACES
 1. HEIGHT: 2 STORIES
 2. WIDTH: 5 BAY (ORIGINALLY)
 3. OVERALL PROPORTION: DOUBLE SQUARE OR COMBINATION OF SQUARES
 4. RELATIONSHIP TO STREET: SETBACK 30-40 FEET
 5. ROOFS AND CORNICES: LOW SLOPE HIP (FRONT)
 9. MATERIALS: BRICK
- ❑ SPECIAL DETAILS: SEGMENTED ARCH WINDOWS; CORBELLED SECOND FLOOR BRACKET; CORBELLED FIRST FLOOR BELT COURSE; SEMI-CLASSICAL SINGLE BAY ADDITION IN BRICK-OFF TO THE LEFT.

NEWARK OPERA HOUSE



95 EAST MAIN STREET

- ❑ BUILT IN 1885
- ❑ ORIGINAL USE: OPERA HOUSE AND THEATER
- ❑ PRESENT USE: GIFT SHOP ON FIRST FLOOR, WITH APARTMENTS ABOVE.
- ❑ ON NATIONAL REGISTER OF HISTORIC PLACES
 1. HEIGHT: 3 AND 4 STORIES
 2. WIDTH: 6 BAYS
 3. OVERALL PROPORTION: MIXED VERTICAL AND HORIZONTAL
 4. RELATIONSHIP TO STREET: ZERO FOOT SETBACK; ENTRY- CORNER AND RECESSED 4-6 FEET RAISED 2-3 FEET WITH SQUARE BAYS PAIRED AROUND 2 DOORS
 5. ROOFS AND CORNICES: MANSARD WITH SLATE SHINGLES
 9. MATERIALS: BRICK
- ❑ SPECIAL DETAILS: WRAP AROUND 3' BRACKETED PENT EAVE, CORBELLED CONTINUOUS CORNICE; ONE SEGMENTED ARCH FAN LIGHT TRANSOM.

INTERNATIONAL ORDER OF ODD FELLOWS (IOOF)

63 EAST MAIN STREET



- ❑ BUILT IN 1850
- ❑ ORIGINAL USE:
 - 1ST FLOOR- TOWN LIBRARY
 - 2ND FLOOR - ODD FELLOW'S HALL
- ❑ PRESENT USE: CAMERA SHOP AND BARBER SHOP ON FIRST FLOOR; ODD FELLOW'S MEETING HALL ON SECOND FLOOR
- 1. HEIGHT: 2 STORY
- 2. WIDTH: 2 BAY
- 3. OVERALL PROPORTION: SQUARE
- 4. RELATIONSHIP TO STREET: SLIGHTLY SETBACK. ENTRY: RECESSED- 1 FOR EACH BAY
- 9. MATERIALS: BRICK; STONE; SMOOTH FACED STONE
- ❑ SPECIAL DETAILS: DEEP DETAILED OVERHANG OVER 1ST FLOOR; CURVED STOREFRONT; CUPOLA ON ROOF PINNACLE.

NEWARK METHODIST CHURCH

69 EAST MAIN STREET



- 1. HEIGHT: 2 STORY
- 2. WIDTH: 3 BAY
- 3. OVERALL PROPORTION: SQUARE
- 4. RELATIONSHIP TO STREET: ZERO SETBACK-
ENTRY- RECESSED- CENTRAL;
SLIGHTLY RECESSED; FAN LIGHT TRANSOM
- 9. MATERIALS: BRICK; DOUBLE BRICK PILASTERS; WATER TABLE WITH SOLDIER COURSE
- ❑ SPECIAL DETAILS: SPIRE IS CLASSICAL REVIVAL OR WREN STYLE; FACADE WRAPS SIDES FOR 1 BAY EACH SIDE

GLOSSARY OF TERMS

- AWNING:** RETRACTABLE SHADING DEVICES. USUALLY CONSTRUCTED OF FABRIC AND METAL PIPE. OFTEN CAN BE ORNAMENTAL.
- BAY (BUILDING):** A MEASUREMENT OF BUILDING WIDTH USUALLY DETERMINED BY THE DISTANCE BETWEEN MAJOR LOAD BEARING WALLS AND /OR WINDOWS AND DOORS.
- BELT COURSE:** A HORIZONTAL BAND USUALLY MARKING THE FLOOR LEVELS ON THE EXTERIOR FACADE OF A BUILDING.
- BUILDING PAVEMENT:** SIDEWALK AREA BETWEEN THE BUILDING AND THE PUBLICLY OWNED SIDEWALK.
- CANOPIES:** MORE PERMANENT, I.E. NOT FABRIC, VERSION OF AN AWNING. MORE TRADITIONAL, SHINGLED VERSIONS ARE CALLED PENT EAVES.
- COPING:** A TYPE OF STONE OR CONCRETE BLOCK THAT IS USED TO CAP OFF AND WATERPROOF THE TOP OF A STONE OR BRICK WALL. MODERN METAL VERSION IS REFERRED TO AS “CAP FLASHING.”
- CORBELING:** MASONRY TERM DESCRIBING THE PARTS OF A WALL OR CHIMNEY THAT “STEP OUT” PROGRESSIVELY TO CREATE A SHADOW LINE OR RAIN PROTECTION, OR TO SUPPORT WHAT IS ABOVE.
- CORNICE:** A CONTINUOUS, PROJECTING, HORIZONTAL ELEMENT THAT PROVIDES THE TRANSITION BETWEEN BUILDING WALL AND ROOF, OR BETWEEN STOREFRONT AND UPPER STORIES.
- CORNICE LINE:** USUALLY REFERS TO THE TOP OF A FLAT ROOFED FACADE.
- CUPOLA:** A SMALL, ROOFED STRUCTURE CROWNING A RIDGE OR TURRET, ORIGINALLY DOMED, SITTING ON A CIRCULAR OR POLYGONAL BASE.
- DORMER:** A PROJECTING VERTICAL STRUCTURE ON THE SLOPE OF A ROOF WHICH PROVIDES LIGHT AND HEADROOM TO THE INTERIOR SPACE.
- DOUBLE-HUNG:** A WINDOW CONSISTING OF TWO SASHES, ONE ABOVE THE OTHER, BOTH OF WHICH SLIDE VERTICALLY ON SEPARATE TRACKS.
- EAVE:** REFERS TO THE PART OF A FACADE WHERE A GABLED ROOF MEETS THE EXTERIOR WALL, I.E. WHERE GUTTERS AND SOFFITS ARE FOUND.
- ELEVATION:** EACH OF THE VERTICAL EXTERIOR WALLS OF A BUILDING, ALSO CALLED FACADE.
- FACADE COMPOSITION:** HOW PARTS OF A FACADE ARE ORGANIZED OR ARTICULATED TO CREATE AN OVERALL SENSE OF VISUAL HARMONY. THE TRADITIONAL SYSTEM OF THIS IS DIVIDED INTO:
- STOREFRONT LEVEL-MAIN FLOOR/FOUNDATION
 - UPPER FACADE-AREA OF THE FACADE WHICH RESTS ON THE BASE AND SUPPORTS THE TOP.
 - TOP-HOW AND WHERE THE BUILDING EXPRESSES ITS HEIGHT AND STATURE: THE CROWN/ATTIC.
- FASCIA:** THE VERTICAL SURFACE OF THE HORIZONTAL ELEMENT THAT ENCLOSES A BOX CORNICE OR COVERS THE OUTER EDGE OF A PORCH FLOOR STRUCTURE.

- FENESTRATION PATTERN:** THE PLACEMENT AND RHYTHM OF WINDOW AND DOOR OPENINGS ON A BUILDING'S FACADE.
- FINIAL:** A PROJECTING DECORATIVE ELEMENT, USUALLY OF METAL, AT THE TOP OF A ROOF TURRET OR GABLE.
- FLASHING:** THIN METAL SHEETS USED TO PREVENT MOISTURE INFILTRATION AT JOINTS OF ROOF PLANES AND BETWEEN THE ROOF AND THE VERTICAL SURFACES OR ROOF PENETRATIONS OR ABUTTING WALLS.
- GABLE:** TRIANGULAR SHAPED WALL WHICH SUPPORTS A SLOPED ROOF WITH TWO SIDES.
- HIERARCHY:** A SYSTEM FOR ORGANIZING THE FACADE SO THAT IMPORTANT PARTS OF THE BUILDING FACADE ARE VISUALLY DISTINGUISHED FROM THOSE THAT ARE NOT. FOR INSTANCE, IMPORTANT WINDOWS ARE LARGER THAN THE OTHERS, OR MAIN ENTRIES ARE CENTERED AND RECESSED AND/OR HAVE A SMALL PORCH ROOF, AND THE CORNICE LINE ABOVE THE MAIN DOOR IS OFTEN EMBELLISHED (*SEE POST OFFICE*).
- HEAD:** TOP HORIZONTAL PART OF A WINDOW, JUST AS THE WINDOW SILL IS THE BOTTOM HORIZONTAL LINE.
- MASSING:** THE THREE-DIMENSIONAL FORM OF A BUILDING.
- MULLION:** A HEAVY VERTICAL DIVIDER BETWEEN WINDOWS OR DOORS.
- PARAPET WALL:** THE PART OF THE FACADE WALL WHICH EXTENDS UP BEYOND THE ROOF. BY BEING SO, IT INCREASES THE BUILDING'S STATURE, AND ITS SHAPE CAN HELP INDICATE THE LOCATION OF THE MAIN ENTRY, AND/OR HELP THE FACADE TO HARMONIZE WITH ITS NEIGHBORS.
- PEDESTRIAN FRIENDLY:** A STREET WHICH CATERS TO THE MANY NEEDS OF THE PEDESTRIAN: SUN AND RAIN PROTECTION, RESTFUL SITTING AREA, DIMINISHED TRAFFIC NOISE (TO ALLOW FOR CONVERSATIONS), NATURAL BEAUTY (TREES AND PLANTERS), MANMADE BEAUTY (ATTRACTIVE ARCHITECTURE, PAVEMENT, PARKS, LIGHTING AND WASTEBASKETS).
- PEDIMENT:** CLASSICAL TRIANGULAR ROOFLIKE ORNAMENT USUALLY FOUND OVER A MAIN ENTRY.
- PROPORTION:** ORGANIZING SYSTEM WHICH CREATES FACADES WHERE THE HEIGHT IS VISUALLY PLEASING WHEN COMPARED TO THE WIDTH (A HAPPY MEDIUM BETWEEN TOO TALL AND SKINNY AND TOO LONG AND LOW).
- RHYTHM:** REFERS TO A STREETScape WITH AN ESTABLISHED PATTERN OF SIMILAR BUILDING WIDTHS AND HEIGHTS TRADITIONALLY INTERRUPTED OR ACCENTED BY PUBLIC BUILDINGS, PARKS AND THE MOST IMPORTANT COMMERCIAL STRUCTURES.
- SCALE:** A SYSTEM FOR EVALUATING THE PARTS OF A BUILDING FACADE AND DETERMINING IF THEY LOOK TOO LARGE OR TOO SMALL TO FIT INTO THE OVERALL FACADE. SIMILARLY USED TO DETERMINE WHETHER A BUILDING IS TOO LARGE, SMALL, NARROW, TALL, ETC., TO VISUALLY HARMONIZE WITH ITS NEIGHBORS, OR FIT INTO THE ESTABLISHED STREETScape PATTERN.
- SILL:** BOTTOM EDGE OF WINDOW.
- STREETScape:** THE ASSEMBLAGE OF BUILDING FACADES, SIDEWALKS, PLANTINGS AND OPEN SPACE THAT MAKE UP A STREET; AS THEY ARE EXPERIENCED BY SOMEONE WALKING DOWN THE STREET.
- TRANSITION ZONE:** THE AREA BETWEEN THE STREET AND THE BUILDING WHERE THE PEDESTRIAN FEELS PROTECTED BY THE BUILDING WITHOUT ENTERING IT, AND/OR THE SIDEWALK AREA WHERE ONE PREPARES TO ENTER OR LOOK WITHIN. ON BUILDINGS SET BACK FROM THE SIDEWALK A LARGE PLANTED OR PAVED EXPANSE, THIS ZONE MAY BE REFERRED TO AS A LAWN OR PLAZA



EXAMPLES OF PREFERRED DESIGNS



THE FOLLOWING EXAMPLES SHOW OTHER BUILDINGS (IN VARIOUS CITIES AND TOWNS), THAT REFLECT THE LOOK AND FEEL OF WHAT THE DESIGN GUIDELINES ARE TRYING TO ACHIEVE.





EXAMPLES WHERE CHAIN STORES 'FIT IN'

THE FOLLOWING EXAMPLES SHOW HOW CHAIN STORES CAN FIT INTO THE DOWNTOWN ENVIRONMENT AND STILL HAVE THEIR OWN IDENTITY





FINANCIAL INCENTIVE PROGRAMS



ARCHITECTURAL ASSISTANCE MATCHING GRANT PROGRAM —

BUSINESSES AND/OR PROPERTY OWNERS MAY QUALIFY FOR FINANCIAL ASSISTANCE FROM THE DOWNTOWN NEWARK PARTNERSHIP'S DESIGN COMMITTEE TO COVER A PORTION OF THE REHABILITATION OF THE EXTERIOR OF PROPERTIES IN THE DOWNTOWN BUSINESS DISTRICT. GRANTS OF UP TO \$2,500 ARE OFFERED AS A ONE-TO-ONE MATCH FOR ELIGIBLE IMPROVEMENTS. AWARDS ARE SUBJECT TO AVAILABILITY OF FUNDS AND A DETERMINATION OF ELIGIBILITY OF IMPROVEMENTS AND THEIR ADHERENCE TO THE DOWNTOWN NEWARK PARTNERSHIP'S DOWNTOWN GUIDELINES FOR DOWNTOWN NEWARK.

DESIGN GUIDELINES FOR DOWNTOWN NEWARK.

FACADE IMPROVEMENT PROGRAM —

BUSINESSES AND PROPERTY OWNERS MAY QUALIFY FOR UP TO \$2000 LOANS AT 0% INTEREST FOR FACADE IMPROVEMENTS. LOANS MAY BE EITHER DEFERRED PAYMENT OR MONTHLY PAY BACK LOANS. BEST OF ALL THEY ARE QUICK AND EASY TO RECEIVE.

NEWARK ECONOMIC IMPROVEMENT PROGRAM —

BUSINESSES MAY QUALIFY FOR 3 % INTEREST LOANS OF UP TO \$10,000 TO BE USED FOR MORE EXTENSIVE EXTERIOR IMPROVEMENTS. THESE LOANS ARE REPAID IN MONTHLY INSTALLMENTS WITH TERMS OF UP TO 20 YEARS.

CITY OF NEWARK TAX EXEMPTIONS —

PARTIAL TAX EXEMPTIONS ARE AVAILABLE FOR ALL NEW CONSTRUCTION AND/OR IMPROVEMENTS TO EXISTING COMMERCIAL STRUCTURES THAT ARE ZONED FOR BUSINESS IN DOWNTOWN NEWARK. A PARTIAL TAX EXEMPTION FROM CITY REAL ESTATE TAXES IS GRANTED FOR THE INCREASE IN ASSESSED VALUATION OF THE PROPERTY ATTRIBUTABLE TO THE NEW CONSTRUCTION FOR A 10-YEAR PERIOD, STARTING AT 100% FOR THE FIRST FISCAL YEAR, AND DECREASING BY 10% EACH FISCAL YEAR OVER A 10-YEAR PERIOD. PARTIAL TAX EXEMPTIONS ARE ALSO AVAILABLE FOR IMPROVEMENTS TO HISTORIC COMMERCIAL PROPERTIES.

FOR MORE INFORMATION ON ANY OF THESE PROGRAMS, PLEASE CALL THE CITY OF NEWARK PLANNING DEPARTMENT AT 302-366-7030.





ADDITIONAL REFERENCES



BETTER MODELS FOR DEVELOPMENT IN DELAWARE

BY THE CONSERVATION FUND

AVAILABLE FROM THE DELAWARE OFFICE OF STATE PLANNING COORDINATION

302.739.3090

DESIGN GUIDELINES MANUAL

BY DELAWARE MAIN STREET PROGRAM

302.739.4271

CLAYMONT COMMUNITY REDEVELOPMENT PLAN- MANUAL OF DESIGN GUIDELINES

AVAILABLE AT WEBSITE OF THE CLAYMONT RENAISSANCE GROUP

AT [HTTP://WWW.CLAYMONTRENAISSANCE.ORG/](http://www.claymontrenaissance.org/)

HISTORIC BUILDINGS OF NEWARK DELAWARE

BY CITY OF NEWARK PLANNING DEPARTMENT, 1983

AVAILABLE IN CITY OF NEWARK PLANNING DEPARTMENT

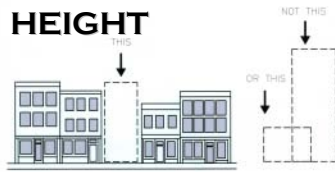
NEWARK, DE 19711

302.366.7030

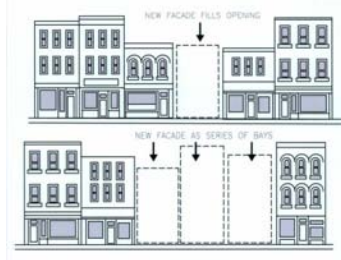
[HTTP://WWW.ENJOYDOWNTOWNNEWARK.COM](http://www.enjoydowntownnewark.com)



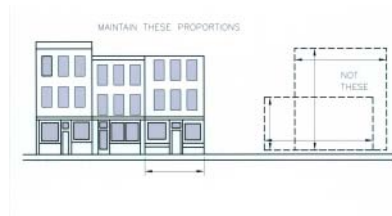
1. HEIGHT



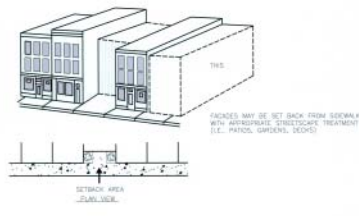
2. WIDTH



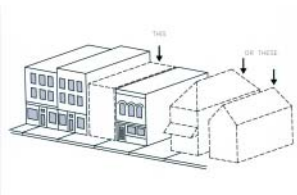
3. OVERALL PROPORTION



4. RELATIONSHIP TO STREET



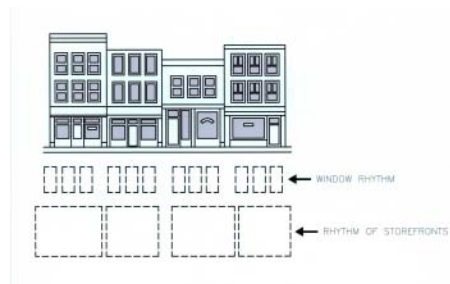
5. ROOFS AND CORNICES



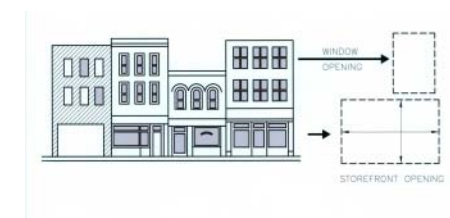
6. COMPOSITION



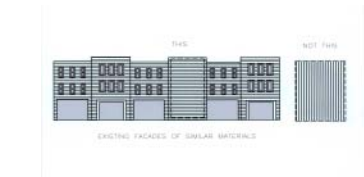
7. RHYTHM



8. PROPORTION OF OPENINGS



9. MATERIALS AND COLOR



10. PARKING

NO PARKING IN FRONT OF BUILDING

11. PRESERVATION

PRESERVE THE EXISTING CHARACTER OF DOWNTOWN