



# **Downtown Manchester**

Planning and Economic Development Department

## **ARCHITECTURAL DESIGN GUIDELINES**

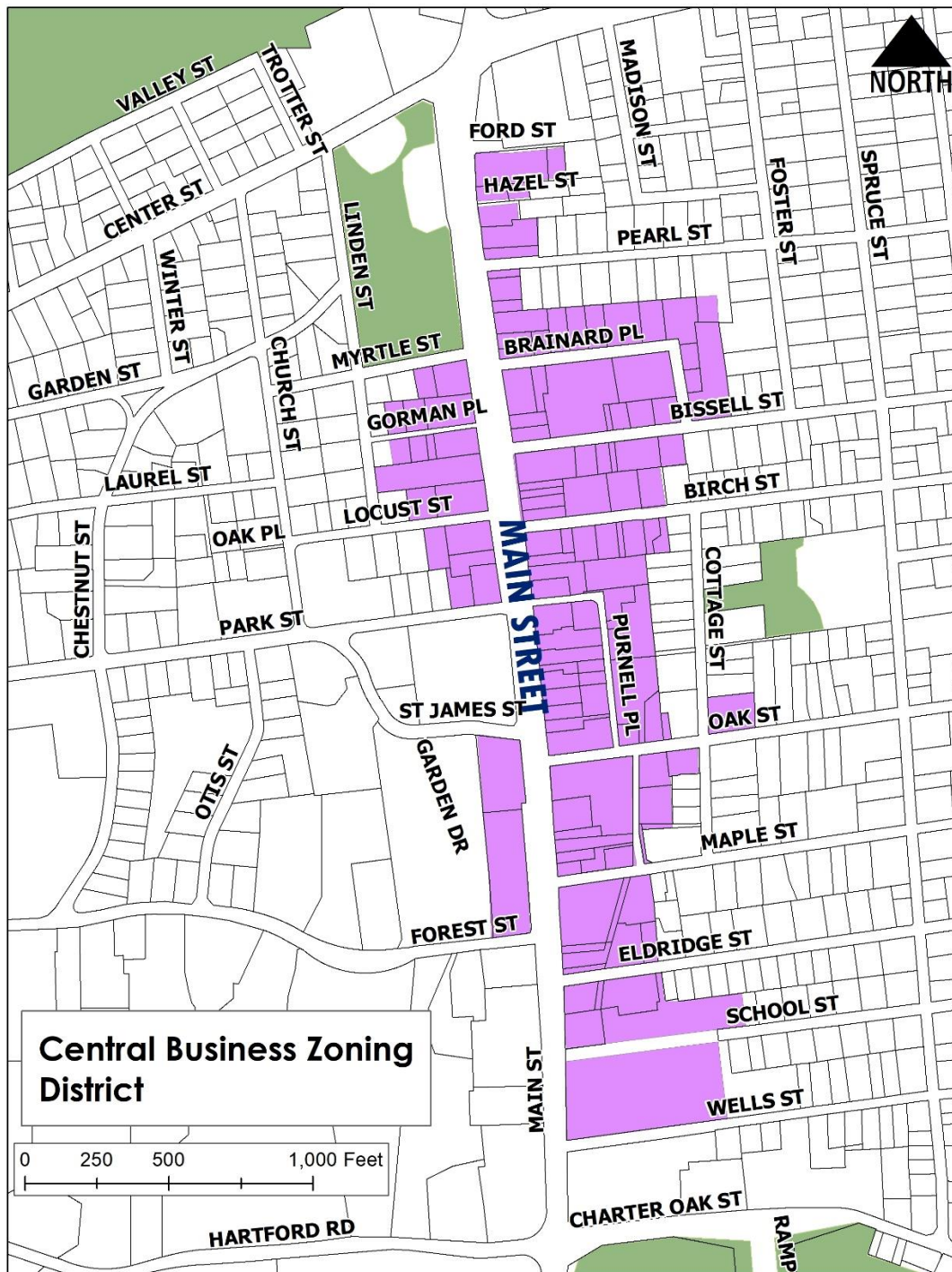
June 2019

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## Study Location Map

These guidelines affect the properties within the Central Business District Zone.



## Purpose of Guidelines

Changes in consumer behavior and a heightened appreciation for community and place have made Downtown Manchester a competitive and desirable location. But the area's image, market potential, physical attributes and social connections must be maintained and improved.

These architectural design guidelines are meant to:

- Enhance the image of Downtown Manchester through the upgrade and maintenance of existing building façades; and
- Encourage new construction which reinforces Downtown Manchester's historic development patterns.

Manchester's downtown district serves as a visual introduction to the town's character. An attractive image boosts commercial and community vitality when it successfully blends appearance and welcoming public spaces.

Quality design and building façades simultaneously create pride in place and build market confidence. They send positive signals that Downtown Manchester is worthy of investing time, effort and resources. Manchester's leadership recognizes the value of this investment and encourages businesses in the downtown district to learn more about design guidance and the town's financing incentives.

Key stakeholders (including but not limited to; Building Owners, Tenants, Residents, Clients and Customers) must preserve and highlight what makes this downtown unique: eclectic structures, public spaces, community facilities, ample parking, and an enjoyable pedestrian experience. A vibrant, healthy and attractive downtown must be clean, safe and aesthetically pleasing. This relies on quality design and positive public-private relationships.

Main Street's history is revealed in its diverse architectural styles. Each building is a unique record of its place in time. Therefore, building owners need to carefully evaluate the design of any proposed improvements to ensure they make a positive contribution to the collective downtown environment.

The guidance offered here aims to increase property values and encourage further investment in Downtown Manchester. While it provides flexibility to allow for individual expression, it also aligns the town's regulatory mandates, zoning regulations, and permit applications.

# Protecting Historic Integrity (our diverse architectural history)

Historic Downtown Manchester has evolved over the years resulting in a well-established downtown district on and surrounding Main Street. There are few vacant properties or new development sites, so these guidelines apply mostly to restorations or renovations.

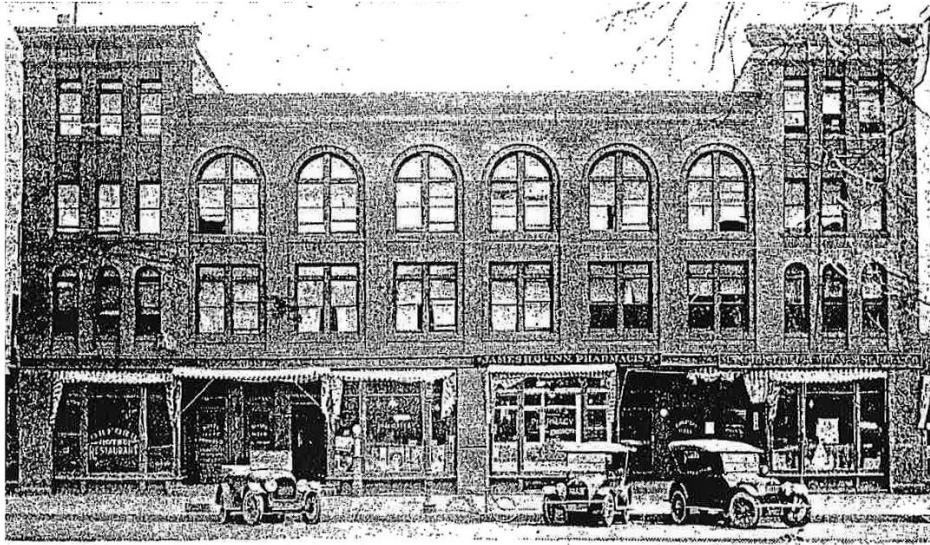
Past iterations of these guidelines defined the character of “Main Street Manchester” and the downtown district, describing late 19<sup>th</sup> century red or tan brick structures with dentils, balustrades, and Palladian windows. Historic town reports provide an impressive inventory of each property in the district, including the era and architectural style of each. The 12 distinct eras represented in these reports are:

Greek Revival	1830 – 1880	Queen Anne	1880 – 1910
Italianate	1850 – 1880	Colonial Revival	1890 – 1930
Victorian Vernacular	1870 – 1910	Bungalow/Craftsman	1910 – 1930
French Second Empire	1869 – 1890	Late Gothic Revival	1890 – 1930
Romanesque Revival	1840 – 1895	Art Deco	1925 - 1940
Mid-Century Modern	1947 – 1957	Modern	1950 - 1973

This architectural diversity of downtown Manchester reflects the evolution of the community, spanning the Cheney Mills expansion, The Roaring 20’s, post-war revitalization and Mid-Century Modern.

Past restoration and renovation projects within the district saw efforts to replicate the predominate architectural vernacular (more of the late 1800’s style). While well-intentioned, such alterations compromise the individuality and integrity of a building’s original design. We hope these guidelines will prompt those contemplating improvements to embrace designs appropriate to a building’s era, which will recognize and restore a building’s influential and defining characteristics.

The pictures on the following pages illustrate that evolution. They further illustrate that the challenges of building alteration and evolution as addressed in this document are not new. From the moment the first tenants moved in on the ground floor, alterations to the façade and the feel of the “building to sidewalk” experience began to evolve as well.



**Orford Hotel (1894)**

As originally built, you can see the distinction of individual storefronts along the sidewalk. However, the architectural elements, such as the columns and pilasters connecting upper portion of building to the ground plane are clearly visible and reinforce the façade.



**The former Orford Hotel, 1991.**

As a result of later renovations, canvassing the front of the building and covering the previously noted architectural elements, the façade is not as connected or grounded as in the original design.





**Tinker Building (1911), left, and Waranoke Hotel (c. 1910), right, 1991.**



**Renovations of or replacement of O.F. Toop Grocers building, 1991.**

Some buildings in the district (such as the Tinker Building above) still maintain their original and unique architectural elements, giving them a historic significance. Any future renovations or restoration efforts that would preserve or enhance these elements, would be a great enhancement to the image of Downtown Manchester.



**1940s commercial and retail development on west side of Main Street, between St. James and Forest Streets, 1991.**

Some buildings in their current state are seen as inappropriately renovated or need of repair, if we look at their original architecture and use it as a guideline for renovation and restoration, they too could contribute to the architectural merit of Main Street.

## Successful Preservation and Renovation

The best renovation is a result of ongoing preservation and diligent maintenance. Successful renovation, restoration or redesign of façades consider such things as materials, scale and the relation of solids to voids (solid walls vs archways, door openings, windows, etc).

While some of Manchester's downtown buildings are well maintained, others have been renovated with inferior materials or altered in ways that disrupt the district's consistent look. Some examples of disruptive alterations include:

- Blocking out windows, which is typically uninviting
- Replacing original architectural detailing with substandard or non-sustainable materials
- Covering original details with aluminum siding or random placement of wood paneling
- Introducing new design elements which were not in keeping with the original design
- Random placement with no coordination of ornamentation, lighting fixtures or signage
- Oversized signage creating visual confusion and blocking architectural details of upper floors

These guidelines provide information on how to best approach façade and building improvement projects. Property owners are encouraged to explore assistance that may be available to finance such work through the Town of Manchester or other sources.

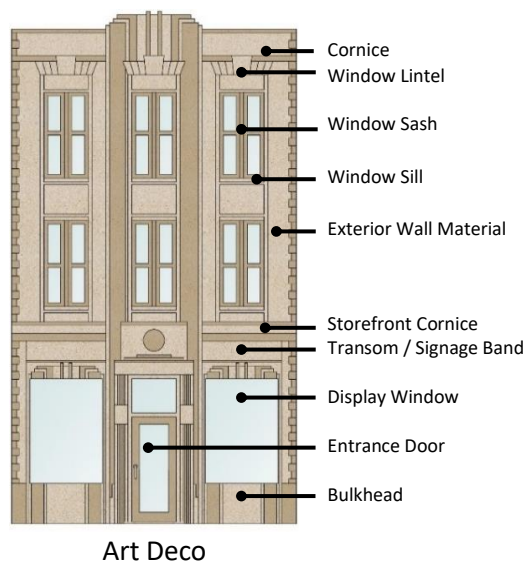




# Buildings and Their Parts

## Building Improvements

Ongoing maintenance, renovation, and rehabilitation ensure the preservation of the downtown district and help sustain its economic vibrancy. Building assessment provides insight about what should be preserved, what can (or should not) be altered, and what should be removed. Quality design and materials should be used regardless of a building's style, state of repair, or functional use. While it is critical for any such work to be customized to the building in question; note how, regardless of their style or the era in which they were built, the three different buildings shown below share common design elements.



## Starting the Design Process

The following section outlines steps an owner or tenant should investigate before committing to or executing contracts or works on any property within the District.

First, become familiar with the characteristics of a building<sup>1</sup> by answering these questions:

- What is the historical significance of the building (national or state)?
- When was it built? Does the current style of the building match its era?
- Are any photos of the original structure available?
- Are plans or building permits available or perhaps on file with the town?
- Are the doors and windows original to the structure?
- Are there any original, historic elements remaining (inside or outside)?
- Are there special features, and are they original? Such features can include columns, capitals, trims, insets, or other parts of the building listed later in this section.

Second, identify obvious renovations that may have altered a building's original design:

- Structural alterations, such as relocation of doorways and windows.
- Removal, vandalism, or deterioration of architectural accents.
- Covering of original architectural elements, for aesthetic or functional purposes. For example, aluminum siding or plywood panels may be covering deteriorating architectural elements. These materials should be removed and replaced as described in this chapter.

As you plan your renovation or restoration, consider the following items and find out what is involved (permitting, cost of commercial grade materials, is it durable for the application considered) as you begin to map out your project approach:

- Are there sections of the building in need of repair for public safety?
- What items may make more sense to remove (or repurpose) than replicate?
- Avoid "era-inappropriate" ornamentation or additions.
- Identify materials which are durable and weather resistant.
- Review environmental and efficiency standards and opportunities (specifically for windows).
- What are the best practices for maintenance of materials and design elements?
- Check for the most appropriate awning, vestibule, and sidewalk usage.
- Does the building "turn the corner" (with sides visible) and how to best address that?
- Review which additions or improvements can be made to the rear façade of buildings.
- What permits or zoning approvals are required for certain improvements?
- Distinguish between which improvements and/or maintenance issues are the building owner's responsibility vs what should be addressed by the municipality.

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<sup>1</sup> Learn more about a specific building or obtain more historical information from the Manchester Public Library, Manchester Historical Society, historic Sanborn Insurance Maps of Manchester, or the Town of Manchester's Planning and Economic Development Department.

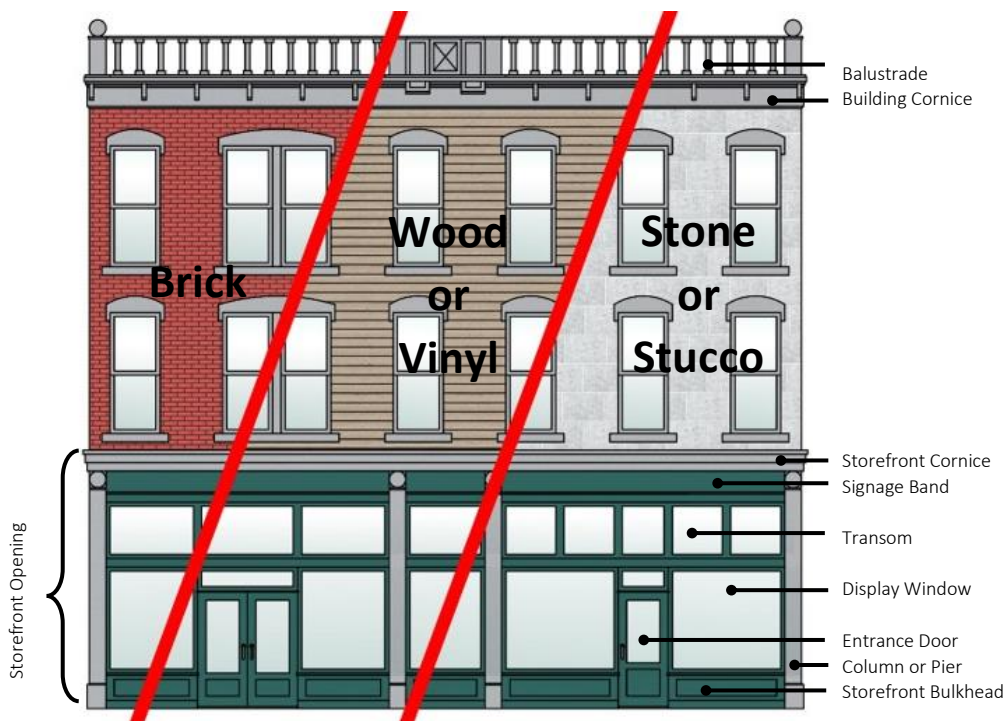
## Exterior Wall Materials

Exterior wall materials, such as brick or wood clapboard, give a building its initial identifying character and typically its primary source of color and texture. Most buildings in Downtown Manchester are brick-faced in tones of tan, red and brown, providing connection and continuity to the look of the district. There are numerous other materials in use, however, such as dark granites from the Art Deco Era and upper story wooden clapboard from the late 19<sup>th</sup> Century.

Over the years, renovations have been made to buildings in Manchester's Downtown with materials that neither match nor complement the integrity of the downtown district. These guidelines call for original or similar materials to be used when possible, and details of the original design preserved or repurposed. The use of wood shingles, imitation brick, or anodized aluminum siding should not be used. Similarly (as shown in "NO/YES" diagram on page 7 and discussed later in the "Ground Floor Tenants" section to follow), these materials should not be used to cover portions of the building (columns, pilasters, etc.) which connect the upper portion of the building to the sidewalk.

## Maintenance

- Brick – to be repointed and cleaned. Maintenance can prevent discoloration, erosion and decay.
- Wood – should be treated to control pests, scraped, caulked, sanded and repainted with a commercial grade exterior paint. Maintenance can prevent sun bleaching, warping and rot.
- Stone/Stucco – should be repointed, cleaned or have paint removed. Maintenance can prevent damage from deterioration, chipping and decay.



## Building Trim

Building trim adds detail and scale to a building's façade. Many buildings have cornices, balustrades, moldings, or corner boards for both functional and aesthetic purposes. If these elements have been removed, they should be replaced when possible. Refer to the Glossary or the diagram below for descriptions or illustrations of the building parts discussed here.

Past renovations may have destabilized these structures. If these elements have been broken or removed, building owners are encouraged to repurpose original pieces as part of a new design.

Substandard materials should be avoided when recreating these details. It may be more feasible to repurpose some original pieces. For example, a damaged balustrade at the top of a building that is too costly to replace could be repurposed as railing along the sidewalk for al-fresco dining, while a more affordable material could be used to replace the balustrade above.

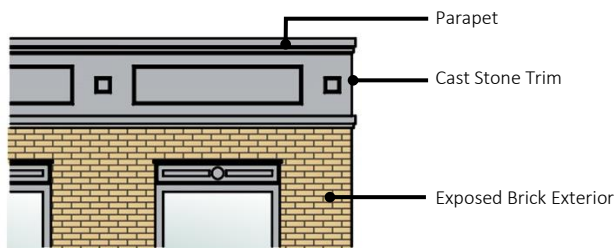
Traditional



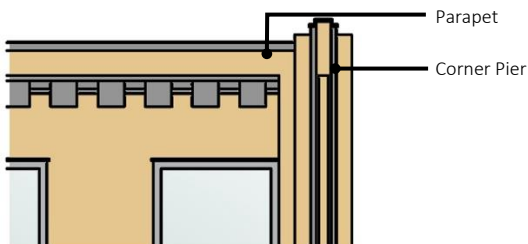
Italianate



Mid-century



Art Deco



## Windows

Windows play an important role in defining and enhancing the style and characteristics of an era. The proportion of window openings, style and the decorative trim all contribute to a building's character.

Replacement windows should retain original size and style and use either the same or similar material in scale, look, and texture. All windows should reinforce the original rhythm of the façade and be commercial grade to ensure visual appeal and ensure sustainability. Exterior storm sashes, if installed, should duplicate the configuration of the window and match the color of the window sash. Energy efficiency should also be considered. Air conditioning units should not be installed in windows viewed from Main Street.

A storefront's bulkhead must be made of a commercial grade, durable exterior material to protect against weather and be durable over time. Possible materials include granite, marble, vitreous tiles, baked enamel or decorative milled wood or metal, in keeping with the building's style. If the original bulkhead exists, it should be cleaned, repaired, and maintained.

Some original materials or styles may be unavailable or cost prohibitive. In this case, care should be exercised so that renovations do not distract from the original design. In some cases, omitting details may be more attractive than using cheaper alternatives.

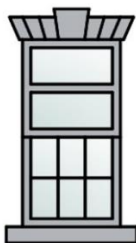


No

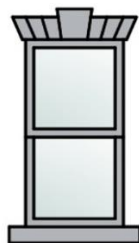


Yes

Blocked-in Openings



No



Yes

Mismatched  
Window Types



No



Yes

Air Conditioning Units



## Ground Floor Tenants

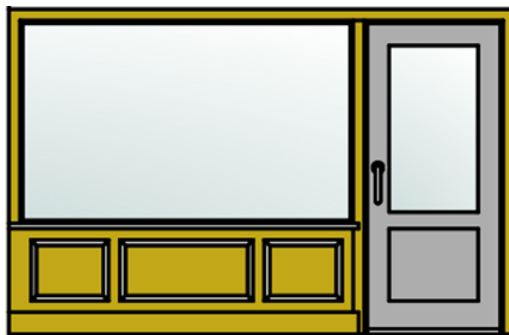
(As illustrated in section *Successful Preservation and Renovation*, the “YES/NO” diagram on page 7)

### Storefront

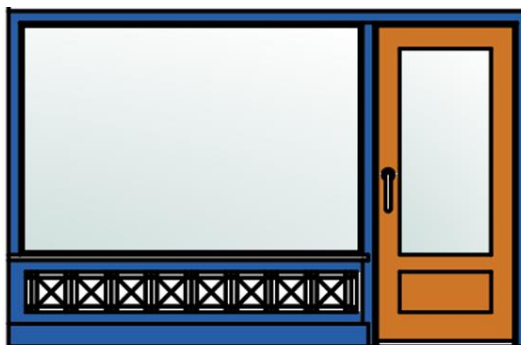
The storefront is the most significant feature of most commercial buildings. Its appearance plays a critical role in how a business is perceived and contributes to the pedestrian experience from the sidewalk. Building owners are expected to acknowledge critical elements of a building (as detailed in these guidelines) when redesigning a storefront.

Traditionally, the storefront is set into an opening in the building, framed by a building's columns or piers on either side, and sometimes includes a cornice or lintel along the top. Decorative elements of the storefront are definitive characteristics that ground the upper portions of the building to the sidewalk. When possible, these decorative elements should be retained in their original material, color and finish. The window area is generally large in contrast to the smaller windows on the upper stories to visually communicate and display the products and services offered within. The entranceway is often asymmetrical and recessed to increase display window area, provide weather protection, and allow clearance for the door swing.

When planning to renovate a storefront, its proportion in relation to the entire façade should be considered. Renovations should be done with durable and sustainable materials and retain existing modules, proportions, and structure, as discussed in the previous section.



Painted and/or stained wood and glass door coordinated with a painted wooden bulkhead.



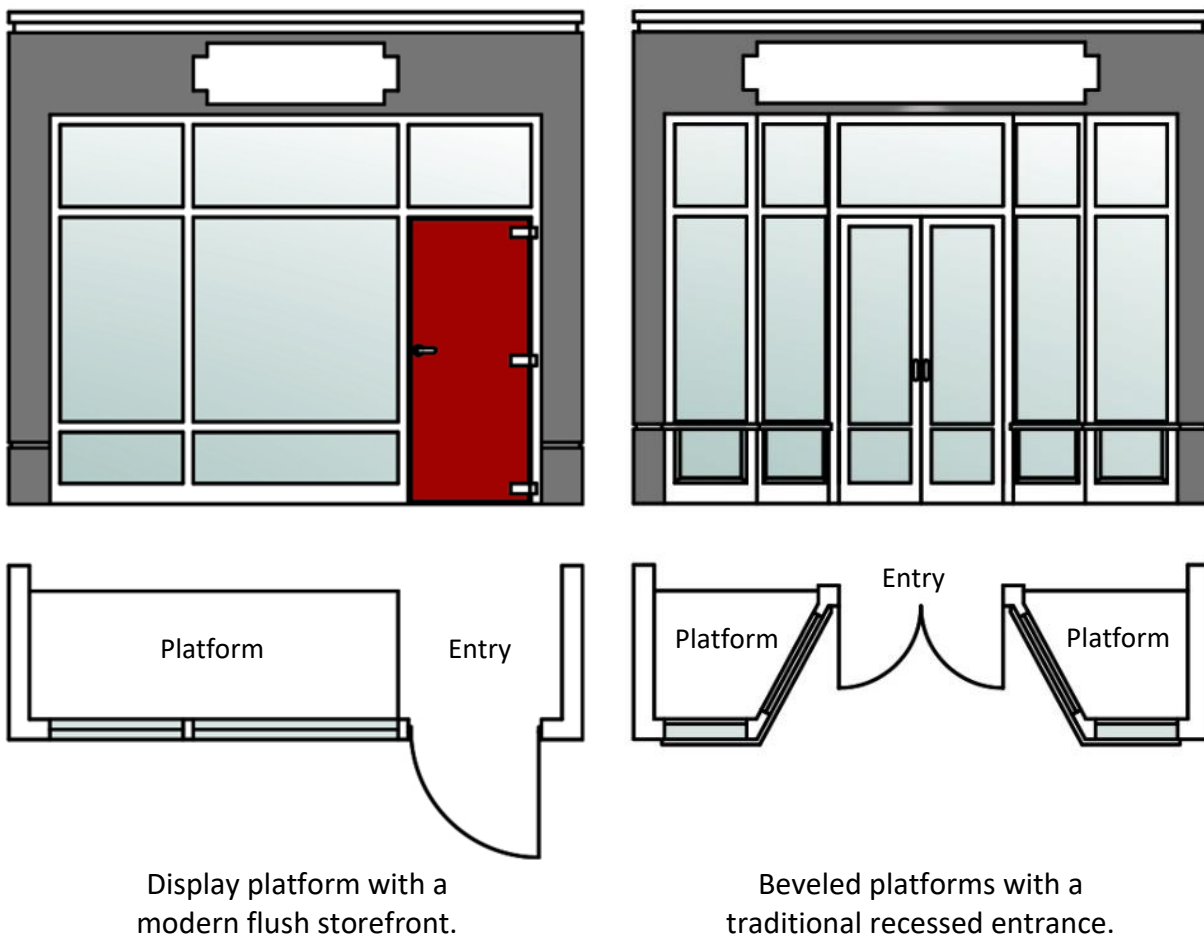
Painted and/or Exposed Metal and Glass Door coordinated with a Painted and/or Exposed Metal Grille Bulkhead.

## Entranceways

Original entranceway design is often left unchanged as tenants come and go. Redesigns, however, are covered by these guidelines. Location of a new door is not addressed here, but its placement will impact the size and proportion of the display windows and should be considered.

Any new doors and windows should be compatible with the building's and storefront's style and material. For example, if portions of a building's doors or window frames are dark anodized bronze aluminum, that would be a logical choice for the new materials. Similarly, a wood door should be installed with a wood or painted metal storefront frame, while a metal and glass door might be more appropriate paired with a baked enamel storefront frame.

City and state regulations, codes and specifications govern materials, hardware, and installation. All materials should be commercial grade, durable and lasting.



## Display Windows

As stated in the Manchester Zoning Regulations, no more than 25 percent of a window's area can be covered with signage. The more open and visible the window, the more successful the visual communication of products for sale and the pedestrian experience. If a storefront is being remodeled, pre-existing display windows should not be walled over or infilled with solid material such as wood or brick.

While a business is free to arrange its displays in any way deemed tidy and appropriate for the public, we ask that business owners give special consideration to:

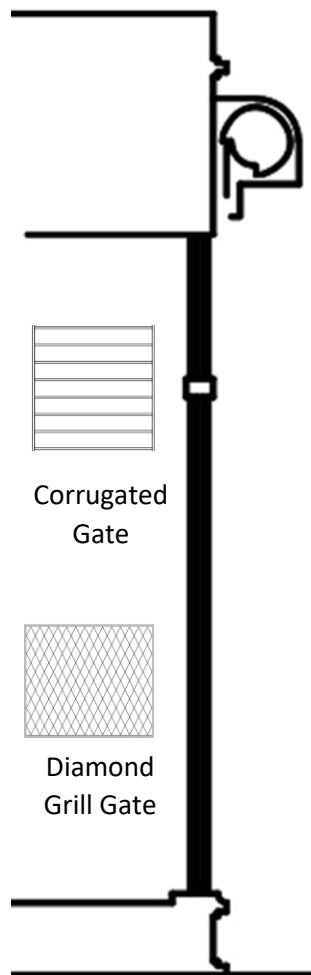
- Lighting: Night lighting is encouraged because it extends the pedestrian experience, makes a building façade more welcoming, and adds consistency to the downtown district. Lighting plans should be sensitive to potential impacts on vehicular traffic.
- Temporary signage, seasonal displays and window seating: Products, furnishings or activities placed within a display window become part of the pedestrian experience. Merchants should consider visual and messaging impact when designing these displays, as they reflect the character of the business and affect the integrity of Downtown Manchester.



## Security Grilles

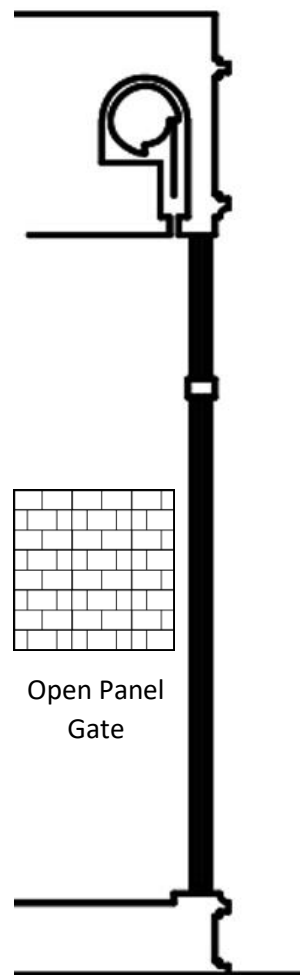
Security grilles are discouraged in the Downtown district; however, If deemed necessary, they should be designed to be as discreet as possible. Open mesh grilles allow for visibility into the store, therefore providing better security and streetscape interest. The paint color or metal finish should not call attention to the grille or its frame.

Security grilles should be installed so as not to obscure the building's architectural details. The housing of the device should be internally mounted behind the display window and below the storefront cornice so that no portion of the grille or its housing is visible when retracted.



Interior Mounted Gate

No



Interior Mounted Grille

Yes

## Awnings and Canopies

Storefront awnings and canopies are both functional and decorative. They are functional because they provide sun protection for merchandise, weather protection for visitors, and signage for the business (see “Signage” section for guidelines). These structures also add decorative color, patterns or graphics to the streetscape.

Both commercial grade, exterior fabric, retractable and permanent awnings have been successfully integrated in the past. The color or stripe chosen for the awning should complement the general color scheme of the building. Building owners are discouraged from using metal awnings because of their susceptibility to weather damage and fading.

The length of an awning or canopy along the building façade should not extend beyond the width of the tenant space or storefront opening. Based upon the building’s location, the depth of the awning is established by the right of way as measured from the back of curb. Applicants should contact the Zoning Enforcement Officer to confirm allowable depths.





# Tenant Amenities and Furnishings on Public Sidewalks

Manchester permits outdoor dining and other tenant amenities on sidewalks within the District. See the Building Department forms online for the proper permit application(s).

## Temporary and Seasonal Vestibules

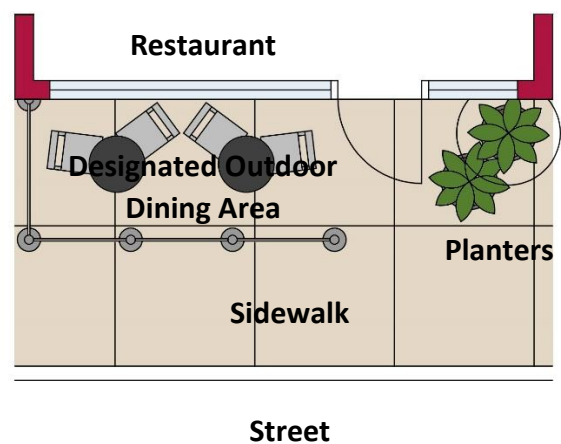
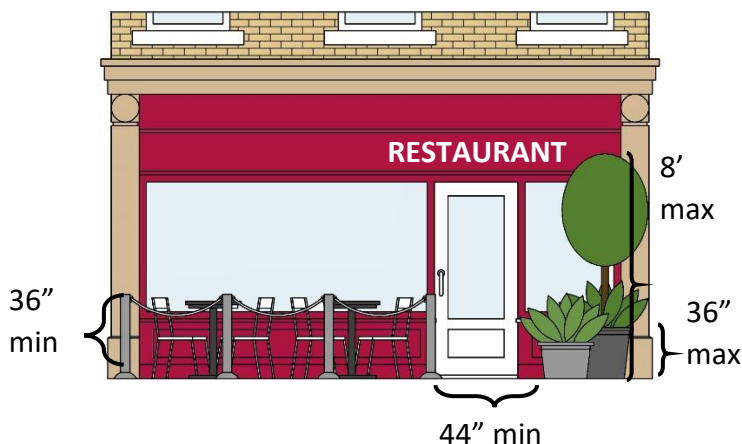
Temporary Vestibules are permissible for restaurants and other retail tenants who might benefit from their use in adverse weather. Vestibules must leave an unobstructed 4-foot for pedestrian travel. They shall not be erected prior to December 1 and must be removed by March 31 each year.

## Outdoor Dining

Outdoor dining areas must be located beyond the Town's Right of Way and within the width of the tenant space or storefront opening. It should be separated from the pedestrian circulation by a detectable barrier to ensure visually impaired pedestrians using canes can detect the area safely. Rigid metal barriers are preferred; however, roping or chain with a minimum 1-inch diameter to ensure that they are visually detectable are acceptable. Planters can be used if they do not exceed 36-inches in height and the plantings themselves do not exceed 8-feet in height. Dining areas serving alcohol must enclose the entire area with a single opening to the sidewalk no less than 44-inches in width.

## Seating, Planters and Other Amenities on Sidewalks

Any amenities such as seating or planters must be located beyond the Town's Right of Way within the width of the tenant space. Any planters (see above for size limits), seating or other amenities should be secured to the building or heavy enough to not become projectile risks in the event of high winds.



## Signage

Signage provides scale, color and interest to the streetscape. A sign has a positive effect on business and community atmosphere when it is appropriately placed, well designed, and in scale with its architectural surroundings.

A poorly designed sign results in visual confusion, harming both the streetscape and the value of the sign. While these guidelines provide structure for what signs are appropriate, the Town of Manchester's zoning regulations mandate what signs can and cannot be used in the downtown district.

Information on a sign should be simple, clear and concise. The type face and graphic symbols should convey only the name of the business and its main product or service. The color should be coordinated with the building and storefront, and the letters or logo should contrast with the background, so the sign is readable. Light box signs should not be used. In some instances, simpler is better. Channel cut letters or flat metal signs lit with goose neck lighting are encouraged.

Downtown Manchester appeals to many kinds of businesses and tenants, so specifications for a variety of signage options are illustrated on the following page. Signage to serve multiple tenant storefronts within the confines of a single building should be well coordinated to fit within the pre-described signage area defined by the building's architecture. Before beginning any signage project, refer to Manchester Zoning Regulations (Article IV Section 13) for specific restrictions.

## Restaurants

Restaurants may display a copy of their printed menu by mounting it in a wood or metal frame. A framed chalk board may also be displayed to announce special menu items. Stickers or posters mounted directly on glass should not be used.



## Painted on Glass

This type of signage on a display window or entrance door glazing is traditionally used for the street address but can also be used to advertise the business. The lettering or graphics should be applied on the interior surface of the glass by means of hand painting, silk screening or frisket cutting and spraying. Self-adhesive vinyl lettering should not be used. Refer to the zoning regulations for size heights and other design considerations.



## Surface Mounted Wall Sign

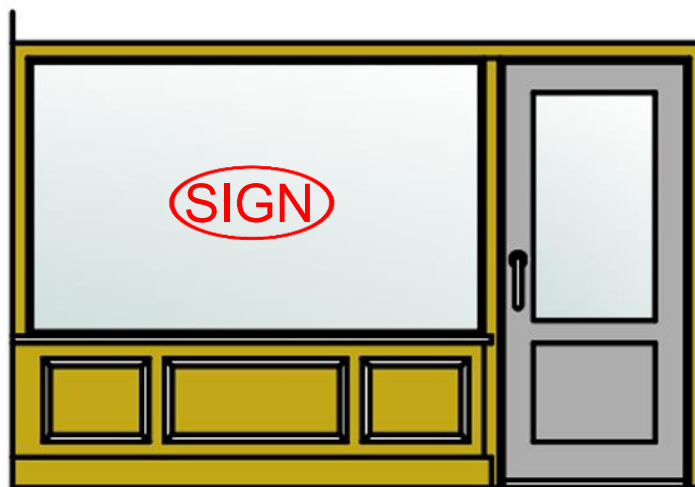
This type of signage allows for viewers to see a sign from a distance or while driving. It should be placed below the storefront cornice and should not exceed the width of the storefront. Individual letters, logos or sign boards may be mounted directly on the building façade. If there is a defined “sign board panel” as part of the building’s original architecture, then the sign should fill the panel to make it look more like a part of the building.

The sign should be mechanically fastened at the mortar joints, not onto the brick or stone. If the sign is to be illuminated externally, hooded light fixtures should be used or individual channel letters should be back-lit. Internally lit sign boxes should be avoided. Exceptions may be made when light is visible from the letters only.



## Interior Mounted

Neon or other prefabricated signage can be a colorful and lively addition to a storefront if used in moderation. Type size should be scaled to pedestrians and generally not exceed 12 inches in height. The sign should be hung from a support frame and set slightly back from the storefront window. It should be used only at the storefront level and not as building signage.

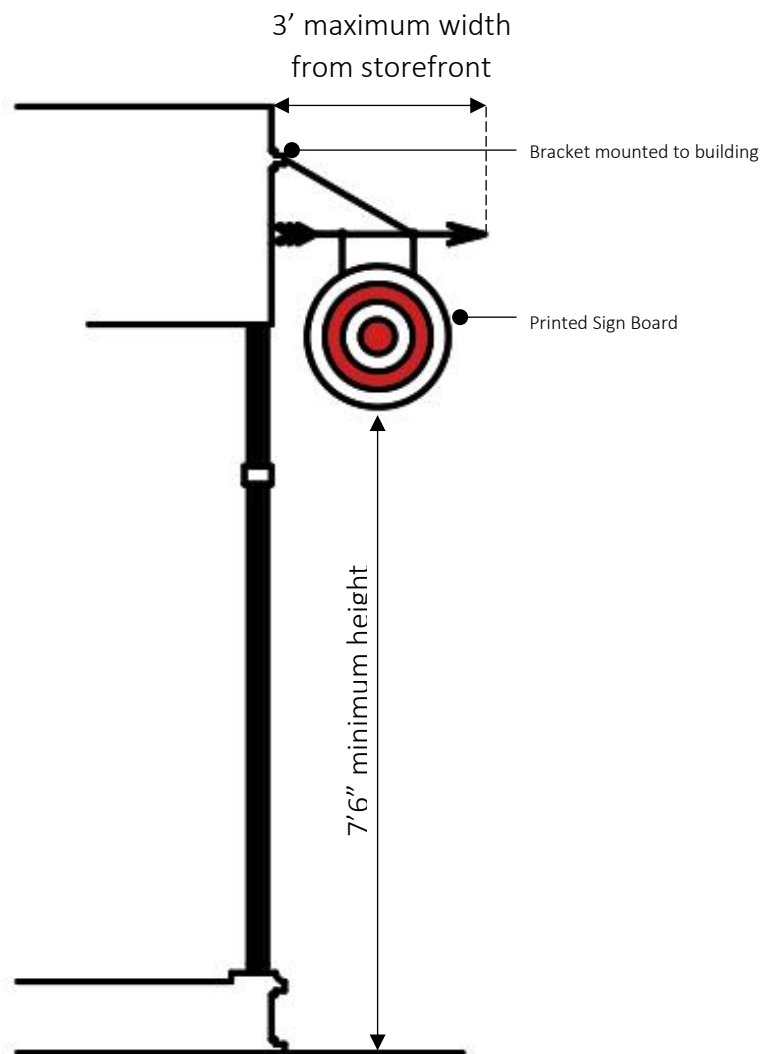


## Hanging Bracket

A hanging bracket or projecting sign enables viewing from a distance by approaching pedestrians and motorists. The projecting sign should be constructed of a rigid and opaque material such as wood or metal and finished on both sides. Bracket mounts should be mechanically fastened at the mortar joints, not into the brick or stone. The bracket should be designed as an integral part of the sign.

The sign should be mounted to allow a minimum clearance of 7'-6" from the bottom of the sign to the top of the sidewalk. Its projection over the sidewalk should not exceed 3'-0" from the building façade. See Article IV Section 13 of the Zoning Regulations for additional requirements.

If the sign is to be illuminated, it should be at a low- to medium-light level using a hooded incandescent light fixture. Fluorescent lighting should be avoided, but if used, a color-corrected lamp should be installed. The light fixture should be positioned to avoid glare.





## New Construction

Manchester welcomes new construction on vacant lots in its downtown district, through either of the following approaches: 1) modern design, appropriate for the year in which it is designed; or 2) design intended to match or replicate the style of actual historic buildings in the district. Professionals who specialize in designing downtown buildings can typically produce a building that fits naturally in Downtown Manchester.

### Possible Sites

Several lots within the downtown business district are vacant or partially vacant and development of these properties is encouraged. Builders and designers need not try to replicate the style and form of neighboring construction; however, efforts should be made to contribute to the cohesive nature of Downtown. Mixed-use buildings which include retail, office, residential, or other combinations are encouraged to provide both day and evening activity downtown.

Some vacant sites are smaller and exist between buildings. When planning new buildings on these sites, designers are asked to recognize the height, placement, use, and exterior materials of the neighboring buildings for visual guidance in addition to adherence to zoning and building regulations. Larger development parcels offer more design flexibility, but come with the same expectations to match the general characteristics of the district.

The following initial and subsequent plans will be reviewed when new developments are proposed for sites within Downtown Manchester:

### *Initial Programming*

**Uses:** The ground floor fronting Main Street should be used primarily for retail, restaurant or services uses as well as entrance lobbies for upper floors. Upper floors should house primarily residential or office tenants only.

### *Subsequent*

**Yard Requirements:** Buildings should be built to the property line with minimal setbacks. Side yards are discouraged. Rear yards should accommodate landscaped open space, parking or service access. Increased front setbacks are allowed if the resulting open space is accessible to the public.

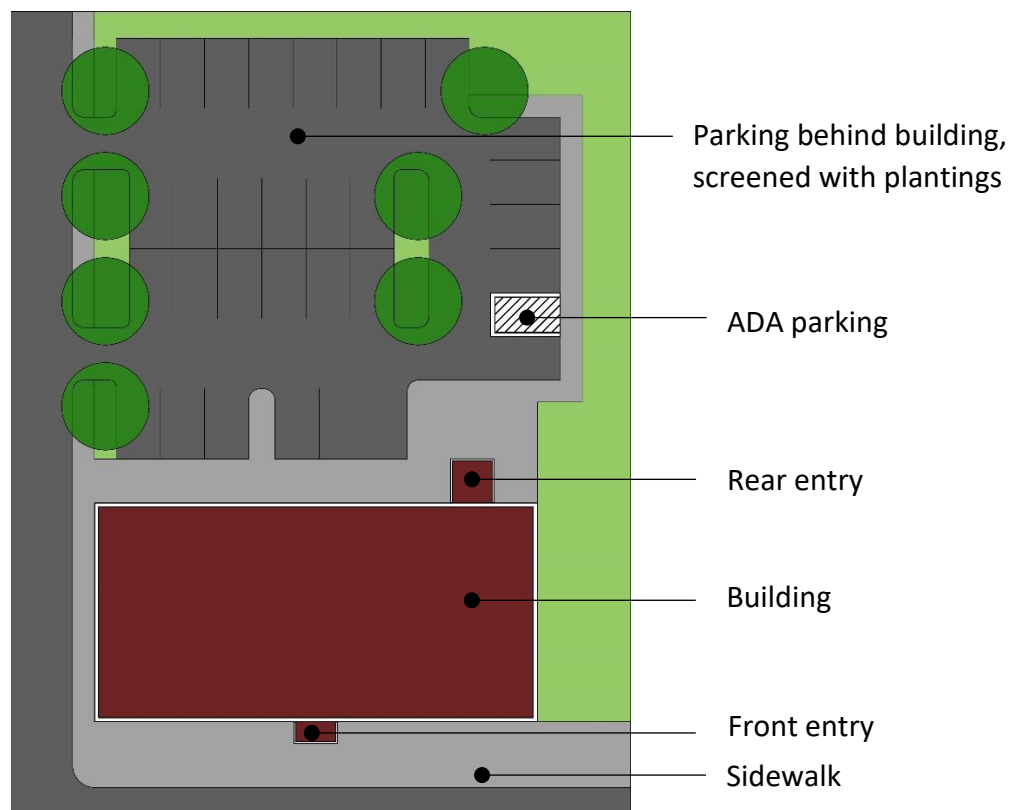
**Height:** Generally, Main Street and downtown buildings consist of two- or three-story structures. This is encouraged for any infill buildings. On larger developments, four-story (or more) buildings could be constructed if effort is made to blend the building into the surrounding space. Building heights are limited to 75'.

**Façade:** The façade fronting Main Street deserves careful design consideration. Generally, Manchester's downtown buildings consist of three parts: a base, framing the ground floor storefront; a middle, containing a rhythm of window patterns; and a top, often a cornice or balustrade, decorating the edge where the building meets the sky.

**Materials.** The primary building material for new construction should complement the color range present in the district. Building owners are not required to follow a specific color code, however, good judgement is expected. The new building's trim may be brick, cast stone, stone or painted metal as appropriate to the design so long as the material is commercial grade, durable and sustainable.

**Entrances:** All primary building entrances should be accessed from Main Street. Secondary entrances may be at the side or rear of the building as appropriate.

**Parking:** Public parking is readily accessible Downtown and off-street parking may not be necessary. When provided if necessary, parking should be in the rear yard or garaged, well lit, and screened from the street.



## Municipal Contribution

Downtown Manchester's economic health and physical attractiveness will be sustained by improvements to private property as detailed in the preceding sections. These improvements will occur over time as building owners respond to individual business conditions and seek a competitive edge. But incremental building upgrades alone are not enough. Public sector improvements are also critical.

Streetscape elements such as lighting, tree plantings, paving, street furniture, murals and graphics along the sidewalks enhance the feel of Downtown Manchester. A chief goal of revitalization is to improve the quality of the pedestrian environment between the curb and the building line. Building owners and the town have a joint responsibility to contribute to this goal.

### Street Furnishings and Amenities

The Town of Manchester and the Downtown Special Services District are responsible for the introduction and placement of the following furnishings and amenities for public use:

- Street lights, trees, planters, benches and other furnishings and/or amenities
- Sidewalk paving and public roads
- Street signage, wayfinding and graphics
- Trash receptacles
- Crosswalks at intersections
- Bus Shelters

### Pedestrian Passageways and Rear Façade Improvements

Critical to the success of this downtown success is the quality of the pedestrian environment in the passageways leading to the public parking lots behind the buildings. The following elements should be considered:

- Canopy Marquee – festive kiosk projecting over the sidewalk for prominent visibility, perhaps including “Tivoli” lighting.
- New Paving –Brick pavers or other decorative material could mark the location of these connectors and upgrade their design.
- Lighting – Historic quality light fixtures could be installed off-center as a design feature and safety measure, encouraging later shopping.
- Seasonal Plantings – Mark the entry to these passageways, making them more visible from the parking lots. Lighting and landscape improvements could be made to the rear of the passageways.

## Capital Improvements - Examples

Downtown Manchester's public-private partnership approach is illustrated by the following list of conceptual capital improvement projects the town has proposed, considered or completed in the downtown district to act as an incentive for potential investors:

### *New Pedestrian Crossings*

**Description:** Install new crosswalks at Myrtle Street and Brainard Place, and at Locust and Birch streets where they intersect with Main Street. Crosswalks include decorative surface treatment, rectangular rapid flashing beacons (RRFB), and advanced warning signage and markings.

**Purpose:** Improved pedestrian safety. Observations from traffic studies and reports confirm a prevalence of mid-block crossing at these two intersections.

### *Replace Decorative Crosswalks*

**Description:** Replace existing decorative crosswalks along Main Street with new, more durable decorative surface treatment.

**Purpose:** Existing decorative crosswalks are peeling off and in need of replacement. Decorative crosswalks serve to calm traffic and improve pedestrian safety by emphasizing the crossing corridor using a different surface texture. The new treatment will be more durable than the existing material.

### *Repair-Replace Stamped Concrete Shelf*

**Description:** Repair and replace deteriorating stamped concrete areas at curb and sidewalk.

**Purpose:** These stamped concrete areas, in some locations, have deteriorated to the point where they are now trip hazards.

### *Wire-Hung Lighting at Purnell Place and Alleys*

**Description:** Wire-hung LED lighting between buildings on Purnell Place and selected alleys.

**Purpose:** Enhancement – create a pedestrian plaza atmosphere.

### *Gateway Arch Structures*

**Description:** Install stone and metal arch structures at the northern and/or southern gateways of the Downtown District. Replace current banner location near Main and Park streets.

**Purpose:** Traffic calming, gateway enhancement and visibility

### *Upgrade Pedestrian Crossing Signals*

**Description:** Upgrade all pedestrian crossing signals to latest accessibility standards.

**Purpose:** Create consistency and improve accessibility by upgrading all existing pedestrian crossing signal equipment to include latest ADA push buttons and displays.

### *Alley Connection Improvements at 901-923 Main Street*

**Description:** Upgrade the existing walkway between 901 /903 Main Street and the Key Bank building.

**Purpose:** Improve accessibility, visibility and security by reconstructing the walkway between Main Street and the Purnell parking lot to include an accessible ramp, upgraded lighting, murals, landscaping and signage.

### ***Alley Connection Improvements Between 945-969 Main Street***

**Description:** Upgrade and open the existing (fenced) walkway between 945-969 Main Street.

**Purpose:** Improve accessibility, visibility and security by reopening the walkway between Main Street and the rear parking lot.

### ***Connection Improvements and Plaza St. James Parking Lot***

**Description:** Install accessible walkway between St. James Parking Lot and Main Street. Create plaza at corner of Park and Main streets.

**Purpose:** Improve accessibility, visibility and security while creating a public space in the center of the district for various events.

### ***Acquire and Resurface Parking Lot at 800 Main Street***

**Description:** Acquire, resurface and install landscaping at the parking lot at the corner of Main and Locust streets.

**Purpose:** Provide additional off-street parking.

### ***Building Murals***

**Description:** Commission artists to create a building mural on the town-owned 901-903 Main Street building, as well as other locations to be determined.

**Purpose:** Establish a unique downtown identity and enhance its sense of place.

### ***Sidewalk Bump-Outs***

**Description:** Reconfigure on-street parking on east side of Main Street. Add bump-outs at strategic locations to allow for outdoor sidewalk dining, patios and public spaces.

**Purpose:** Enhance sense of vibrancy and street life along Main Street.

### ***Complete Street Improvements (Pearl to Forest streets)***

**Description:** Reconfigure travel lanes and sections of on-street parking. Accommodate turn lanes and opportunities for removable or at-grade medians. Add bump-outs and widen sidewalks for public space and outdoor dining. Enhance crosswalks, street trees, pedestrian and bike accommodations. Modernize traffic signals.

**Purpose:** Calm traffic and better serve all users. Wider sidewalks, outdoor dining and public spaces in key locations are place-making enhancements that will help better define the central business district.

### ***Complete Street Improvements Design***

**Description:** Preliminary design study and traffic analysis of various complete right-of-way reconstruction concepts, including public engagement sessions.

**Purpose:** Determine feasibility and potential impacts of proposed changes.

### ***Downtown Broadband***

**Description:** Establish a downtown fiber-optic broadband network

**Purpose:** Connect all downtown buildings and businesses with a fiber-optic network capable of offering users speeds of between 1 and 10 GB per second as an infrastructure investment and economic development initiative to attract technology and related businesses.



## Glossary

**Awning:** A sheet of canvas or other material stretched on a frame and mounted above a storefront, window or doorway meant to protect from sun or rain

**Balustrade:** A railing supported by decorative columns/pillars

**Blocked Window:** A window, no longer in use, that has been boarded or bricked up

**Bulkhead:** A horizontal or inclined doorway giving access to the storefront or to a stairway from the outside

**Canopy:** A roof-like covering or structure – usually built as part of the storefront

**Canopy Marquee:** A tent-like structure placed on the sidewalk, typically used for outdoor dining

**Color-corrected Lamp:** Fluorescent lamps simulating full spectrum color

**Column:** An upright decorative pillar, typically cylindrical and made of stone or concrete. Half columns may be used to flank doorways and entryways as a decorative feature

**Corner boards:** A board which is used as trim on the external corner of a building and against which the ends of the boards are fitted or angled

**Cornice:** Horizontal decorative molding that crowns a building

**Door swing:** The clearance needed for a door to open or close without obstruction

**Façade:** The face of a building, especially the front that looks onto a street

**Fluorescent Lighting:** Glass tube lighting

**Front Yard:** Plot of land in front of the building

**Hanging Bracket Sign:** Also known as a blade sign – this type of sign is used as an identifier for people walking down the sidewalk as it juts out from the building

**Hooded Incandescent Light Fixtures:** Also known as goose neck light fixtures – these covered lights illuminate signs from above

**Infill Site:** Building site is sandwiched between existing buildings in a developed area

**Internally Lit Sign Box:** The sign is lit by projecting light from behind the face of the sign box

**Landscaped Open Space:** Park-like green space

**Kiosk:** A small structure with one or more open sides

**Lintel:** A horizontal decorative block that spans the space or opening between two vertical columns/supports. This decorative architectural element, or a combined ornamented structural support, is often found over doors or windows.

**Mechanically Fastened:** A method of securing storefront signage by attaching it to the deck using plates and fasteners

**Moldings:** A decorative recessed or relieved border or surface along a building

**Opaque:** Unable to be seen through; not transparent

**Open Mesh Security Grille:** A security grille that allows viewing through and into the store yet maintains security if the glass gets smashed

**Outdoor Dining:** As specifically defined by the Town of Manchester and/or State of Connecticut regulations, especially when pertaining to the consumption of liquor

**Planter:** A decorative container in which plants are grown

**Piers:** Decorative solid vertical supports designed to support an entryway

**Rear Yard:** Plot of land in the back of a building

**Repointing:** Fill in or repair the joints of (brickwork)

**Secondary Entrance:** An alternate or additional entrance to a building or store

**Security Grilles:** A secondary security door entry system opening used as a security feature on a storefront for when the store is closed

**Security Grille Housing:** The casement where the security grille is housed when retracted during business hours.

**Service Access:** Delivery access, usually through the rear or side of a building

**Storefront:** The façade or entryway of a retail store located on the ground floor or street level.

**Storm sashes:** A window outside an ordinary window to protect against severe weather or winter, otherwise known as a storm window. These are also used to protect the decorative integrity of an original window.

**Vestibule:** A sheltered entrance between the outer door and the interior of a building

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