

STATEMENT OF CONSISTENCY

THE TOWN OF MEDWAY DESIGN REVIEW COMMITTEE GUIDELINES

PROPOSED REUSE OF FORMER MCDONALD'S MEDWAY COMMONS

D. Architectural Guidelines

The following guidelines outline the architectural design elements that should be viewed as a baseline for well-designed architecture in the Town of Medway.

RE-USE OF THE FORMER MCDONALD'S FOCUSES ON MAINTAINING THE EXISTING BUILDING AND UPDATING VARIOUS BUILDING AND ROOF ELEMENTS TO ACCOMMODATE 2 NEW TENANTS TO MEDWAY COMMONS.

1. Building Massing

Building massing should be designed to reduce the overall perceived scale and provide simple and evocative forms that reinforce both a sense of a New England village and a sense of a human-scaled environment.

a) Strengthen Prominence of Building Entry – *Building massing should reinforce the purpose and readability of the building. For example, building massing should emphasize and highlight the location of the primary building entrance.*

BUILDING MASSING IS ESSENTIALLY THE SAME – NEW STOREFRONT FOR TENANT 1 AND THE ENHANCED SHED ROOF ELEMENT HIGHLIGHT THIS ENTRANCE. A NEW GABLE ELEMENT IS ADDED TO HIGHLIGHT THE ENTRANCE FOR TENANT 2.

b) Visually Reduce Larger Building Scale – *Large building masses should be broken down through variations in roof lines, bays, setbacks, upper-level stepbacks, horizontal or vertical articulation, or other types of architectural detailing as described in Façade Composition and Components. Overall building form should be appropriate to the scale of the building and not become overly complicated.*

EXISTING FAÇADE PILASTERS ARE MAINTAINED IN ORDER TO PROVIDE THE HORIZONTAL ARTICULATION. THE MANSARD ROOF LINE AND PROMINENT GABLES ARE BEING MAINTAINED.

c) Simplify Smaller Buildings – *Smaller building masses should remain simple and not overly complicated.*

THE REMOVAL OF THE EXCESS DORMER ELEMENTS SIMPLIFY THE BUILDING DESIGN WITH CLEANER LINES AND ALLOW A DIFFERENTIATION OF THE TWO TENANT SPACES.

d) Reinforce Corners and Gateways – *Sites located at a prominent corner, intersection, or gateway should have building features and orientation that recognize the corner or gateway and respond to it with a suitable building form. Examples of prominent corner detailing, additional building height, or other building forms that provide a visual anchor.*

THE ADDITION OF THE GABLE FOR TENANT 2 PROVIDES A PROMINENT CORNER FEATURE FOR THIS EXISTING BUILDING.

e) Integrate Historic Structures – *Existing historic structures should be integrated into any new development plan. New buildings and additions should complement and reflect the style of existing older*

structures. Historic buildings should be considered for restoration, sensitive rehabilitation, preservation or adaptive reuse as may be appropriate to the historic structure and nature of its reuse. Refer to the Secretary of the Interior's Standards for Rehabilitation.

NOT APPLICABLE

*f) **Integrate Accessibility Features** – Accessibility ramps, lifts or other access requirements should be integrated into the design of the building entry at the building exterior and interior. Accessibility components should be a purposeful part of the building entry design.*

ACCESSIBLE RAMPS ARE SHOWN AROUND ENTRY LOCATIONS ON THE SITE PLAN.

2. Façade Composition and Components

Composition of building façades should include architectural features and building components that reduce the scale of large building masses, reinforce the character of the building to reflect a New England village style, and provide detail and articulation of the overall building, particularly in areas with pedestrian traffic.

THE EXISTING FAÇADE ELEMENTS THAT ADD DETAIL AND ARTICULATION TO THE FAÇADE WILL BE MAINTAINED.

*a) **Emphasize Façade Rhythm and Patterns** – A building façade should be broken into vertical and horizontal parts that reinforce a rhythm and pattern. Vertically, a building should be seen to have a base, middle and top. Horizontally, the building should be broken down into sections that correspond to and indicate bays of the structural system.*

THE CEDAR SIDING AND BRICK WILL BE MAINTAINED AND ENHANCED WITH VERTICAL SIDING TO PROVIDE VISUAL INTEREST.

*b) **Avoid Long and Blank Façades** – Building façades should be differentiated at intervals typically not less than 50 feet or less by a change in material, a variation in the plane of the wall, decorative components, or functional element such as entryway or portico. Sections of continuous, uninterrupted, or blank building façades typically should not exceed 50 feet.*

WE HAVE MAINTAINED THE DECORATIVE PILASTERS ON THE EXTERIOR OF THE BUILDING TO BREAK UP THE FAÇADE AND PROVIDE VISUAL INTEREST. ON THE LONG ELEVATIONS, NORTH AND SOUTH, WE HAVE ADDED VERTICAL NATURAL CEDAR SIDING TO PROVIDE HUMAN SCALE, AND TO USE THE BEAUTY OF NATURAL WOOD TO HELP DEFINE THE EXTENT OF EACH TENANT SPACE. EACH AREA OF THE FAÇADE THAT IS DEFINED BY A PARTICULAR MATERIAL IS LESS THAN 50-FEET.

*c) **Emphasize Primary Façade Height** – The principal façade should not be less than typically about 20 feet in height with an articulation of the base, middle and top.*

THE EXISTING MANSARD ROOF PEAKS AT 17-FEET. THE EXISTING MAIN GABLE RISES TO OVER 23-FEET, AND A NEW SECONDARY GABLED DORMER RISES TO OVER 19-FEET. THERE IS A 2-FOOT BRICK WALL BASE AROUND THE BUILDING, DECORATIVE PILASTERS, STOREFRONT, AND A VARIETY OF SIDINGS THAT RISE TO THE BOTTOM OF THE SURROUNDING MANSARD AT 10-FEET TO CREATE A BASE, MIDDLE, AND TOP.

*d) **Encourage Neutral Building Identity** – Building design and architectural features should reflect a New England village character and should not overprioritize franchise features or identity. Signage, colors, awnings and other design features should be used to communicate brand and franchise identity. The building form, roof form and façade design should not be overly specific to a franchise or brand.*

THE RE-USE OF THE FORMER MCDONALD'S BUILDING WILL HAVE SIGNAGE TO INDICATE THE FUTURE TENANTS. THE REDESIGN FOCUSES ON UPGRADING THE EXISTING BUILDING AND HIGHLIGHTING THE TWO TENANT NATURE OF THE RE-USE.

*e) **Use Human-scaled Façade Features** – Awnings, canopies or other elements that break-down the overall scale of the building façade and provide protection and visual interest at building entries are*

encouraged. Refer to Sign Regulations and design guidelines for specific sign, material and lighting requirements.

THE VERTICAL AND HORIZONTAL ARTICULATION OF THE BUILDING INVITES PEDESTRIANS TO THE MAIN ENTRY POINTS AND PROVIDES A HUMAN SCALE. THE BUILDING IMPROVEMENTS ENHANCE THIS EXPERIENCE WITH NEW STOREFRONTS AND MATERIAL CHANGES.

*f) **Design Façade for Signage** – The façade design and architectural detailing should provide a purposeful place for signage, if signage is intended to be a part of the façade. An extended parapet, entablature, or sign band should be designed and integrated into the façade layout with appropriate spacing for both the height and width of anticipated signage. Refer to Sign Regulations for specific sign, material and lighting requirements.*

A NEW SHED ROOF DESIGN AND GABLE PROVIDE FOR SCALE APPROPRIATE FAÇADE SIGNAGE.

*g) **Integrate Utilitarian Components into the Façade Design** – All functional, utilitarian, or mechanical components of the building façade should be integrated into the façade or screened so as to be part of the composition of the overall building design. Mechanical vents, service rooms, utilitarian and staging areas, and similar portions of buildings should be hidden to match other materials and colors of the façade. Utilitarian aspects should also be screened by the site and building landscape.*

THE EXISTING MANSARD ROOF CURRENTLY SCREENS ROOFTOP MECHANICAL EQUIPMENT.

3. Building Roof Forms

Building roof form has a significant impact on the character and style of the architecture. Building roof forms should be both authentic to the type of building they are part of and strive to reinforce a sense of New England village character and scale.

THE EXISTING GABLE AND MANSARD ROOF DESIGN WILL BE MAINTAINED AND THE PROPOSED ELEMENTS WILL ALSO CARRY OVER NEW ENGLAND VILLAGE CHARACTER.

*a) **Reinforce New England Village Character** – Traditional steeply-pitched roof forms are encouraged in order to reinforce a New England sense of place and assist in managing snow loads. Roof slopes should be in the range of 8:12 to 12:12 (vertical: horizontal). Roof styles may include gable, hip, half-hip, mansard, gambrel, saltbox, and shed.*

THE EXISTING ROOF LINES WILL BE MAINTAINED AND NEW ARCHITECTURAL ELEMENTS INCORPORATE THE GABLE AND SHED ROOF STYLES.

*b) **Reinforce a Human-scale to Buildings** – Large uninterrupted roof forms should be avoided and articulated with roof gables, dormers, chimneys or other roof forms that provide variety and interest to the overall building form.*

WITH THE EXCEPTION OF THE EXISTING MANSARD ROOF ALONG THE SOUTH ELEVATION, THE ROOF IS GENERALLY BROKEN UP INTO ELEMENTS THAT ARE LESS THAN 50-FEET IN LENGTH, TO PRESENT A HUMAN SCALE, PROVIDE VISUAL INTEREST, AND TO ACCENT ACTIVATED PORTIONS OF THE FAÇADE AND ENTRIES. A 73-FOOT LONG STRETCH OF SIMPLE ROOF ALONG THE SOUTH ELEVATION IS ACCENTUATED BY VARIATIONS IN THE FAÇADE BELOW. THE DESIGN TEAM FELT THAT ACCENTUATING THE ROOFLINE ALONG THIS PORTION OF THE BUILDING WITH DECORATIVE ROOF ELEMENTS WOULD BE INAPPROPRIATE, SINCE THE DRIVE LANE FOR THE DRIVE-THROUGH IS A SINGLE BUILDING ELEMENT THAT SHOULD ONLY BE ENHANCED BY VARIATIONS IN ROOF AS A PUNCTUATION AT THE DRIVE-THROUGH WINDOW AND AT THE MAIN GABLED ROOF, WHICH MARKS THE DINING ROOM.

*c) **Integrate and Screen Utilities** – Mechanical equipment on rooftops should be screened from visibility of pedestrians standing at grade on surrounding walkways by means of walls, decorative grilles, or roof parapets. Screening features should be a part of the building composition and design and use materials*

that complement the overall roof and façade design. Other utilities, such as solar panels should be integrated into the design of the roof.

THE EXISTING ROOF LINES PROVIDE ADEQUATE SCREENING FOR MECHANICAL EQUIPMENT.

4. Building Lighting

Building lighting should be used to highlight and emphasize functional and decorative aspects of the building massing and facades. Building lighting should be energy efficient and designed to be minimized and focused on key components of the building. Lighting design must comply with the lighting requirements of the Zoning Bylaw.

*a) **Define Hierarchy of Lighting** – Building entries should be a primary focus of building lighting to reinforce safety, security and convenience for access to the building. Lighting to highlight building features, key architectural elements, accents or*

THE BUILDING PERIMETER WILL BE DOWNLIT FROM LIGHT FIXTURES IN THE MANSARD SOFFIT.

THESE WILL ILLUMINATE THE WALKWAY, HIGHLIGHT ENTRANCES AND EXITS, AND PROVIDE SECURITY LIGHTING ALL AROUND THE BUILDING. THE DINING PATIO AT THE EAST END OF THE BUILDING WILL BE HIGHLIGHTED WITH FREE-STANDING PATIO LIGHT FIXTURES. SIGN PORTIONS OF THE FAÇADE WILL BE ILLUMINATED.