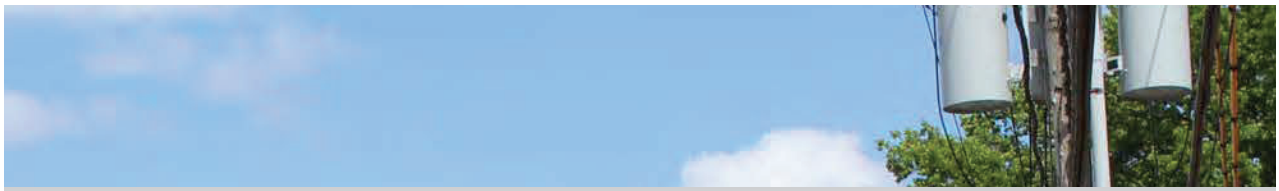

NEWARK DELAWARE

DESIGN GUIDELINES FOR DOWNTOWN NEWARK

DOWNTOWN Newark Partnership

www.enjoydowntownnewark.com

DNP Design Guidelines 4th Edition 2016

TABLE OF CONTENTS

DESIGN GUIDELINES FOR DOWNTOWN NEWARK

PREPARED BY THE

DESIGN COMMITTEE

OF THE

DOWNTOWN NEWARK PARTNERSHIP

DOWNTOWN
Newark Partnership

***Fourth Edition* 2016**

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 spirit, uniqueness, and appeal. We believe these guidelines 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. These guidelines are meant to create a visually attractive, distinctive, accommodating, and safe environment for everyone who 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 COMMITTEE WORKING GROUP

Joe Charma, PE
Design Committee Chairman

Howard Smith
Design Committee Vice-Chairman

Reid Rowlands, CPHB, CPHT
Design Committee Member

Roy Locker
Design Committee Member

Dennis Lawson
Design Committee Member

Catherine Czerwinski
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Leila Hamroun, AIA
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Jason Winterling, PE
City Public Works Superintendent

Ethan Robinson, PE
City Public Works Design Engineer

Tim Poole
City Code Enforcement Division

Megan McNerney
City Staff Support

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 1760s, 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 were established 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.

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) the former Chrysler (now the University of Delaware's 'STAR' Campus) 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.

MAIN STREET – THE STREET WHERE NEWARK STARTED

DOWNTOWN Newark Partnership

As a result of these changes, some of Main Street's older structures were replaced with new buildings and businesses. Many residents felt 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 spirit 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.

The addition of South Main Street (formally Elkton Road) and Delaware Avenue to the Downtown area is an opportunity to guide the development in ways that support the general goals of walkability, scale, and cohesiveness.

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 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

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. The diverse use of Downtown buildings, not only for commercial uses, but also for public use (such as post office, churches, school building) give Main Street a dynamic aspect not found anywhere else. (See Downtown's Architectural Character appendix).

We seek to promote variety and interest within the downtown district, so we encourage buildings and site designs that, while not closely following the guidelines, may still be appropriate for the area. In addition to the quality of the design itself, a building should be evaluated as it relates to its surroundings, so these structures can become welcome additions.

Building designs should be of their own time, and not reproductions of historic styles. Attempting to make a building look older or mixing decorations, architectural elements, or features from a variety of styles detracts from the real history of the area.

In addition to the aesthetic design, the buildings should also incorporate design elements that address sustainability and resource management. Community resource management includes the reduced use of energy and water as well as reduction of stormwater runoff, providing for increased community sustainability.

Existing Buildings

Preserving existing buildings, when feasible, maintains the historic and architectural character of the downtown area. If appropriate, the applicant is strongly advised to preserve and restore the building through internal upgrades and sensitive additions.

The issue of rehabilitation is especially crucial on East and West Main Street because of the wealth of older buildings which remain. A good source of information regarding the appropriate rehabilitation of buildings is the City's Planning and Development Department.

Infill Construction

The design of an infill building, particularly its front facade, is a special challenge. It should be designed to look appropriate and compatible with surrounding buildings while still maintaining its own style. The design should not pretend to be historic by mimicking older facades.

REVIEW PROCESS

As early as possible during the design development phase of a proposal for new development, or any change in the streetscape, it would be beneficial for the developer to give an informal presentation to the Downtown Newark Partnership's Design Committee. The 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, plans, elevations, and diagrams that graphically depict how the development plan relates to the surrounding neighborhood or community should be provided.

The following drawings should be submitted:
SITE PLAN – To show how the building impacts the sidewalk space and overall site and adjacent properties, submit a Site Plan that shows the following elements:

- Building widths and locations of entries
- Recesses or extensions of entry areas or other areas
- Sidewalk width
- Elements located in the transition zone between street and building front: seating, plantings, overhangs, bicycle parking, and opportunities for public art installation.
- Pedestrian and vehicular circulation
- Building services (trash, deliveries)
- Fire equipment access

STREET FACADE STUDY – To show how the proposed building relates to the existing neighboring facades, submit elevations of all street and alley facades that includes adjacent buildings or the adjacent blocks for full-block developments and contains the following elements:

- Height and width of the proposed building in relation to existing buildings
- Materials
- Utility poles
- Signage locations
- Stormwater management

STREET SECTION – To show the relationship of the building to the street submit a Street Section that shows the following elements:

- Protection from the elements
- Entry enclosure
- Relation of windows to pedestrians
- Building shading, noise abatement, and plantings
- Signage

REVIEW PROCESS CONTINUED

SUSTAINABILITY AND RESOURCE MANAGEMENT – To show how the building addresses the City's desire to reduce the impact of development on infrastructure and resources, the design should provide a means to lessen the impact of development in at least one of the following ways:

- Energy conservation
- Energy demand reduction
- Water conservation
- Stormwater management

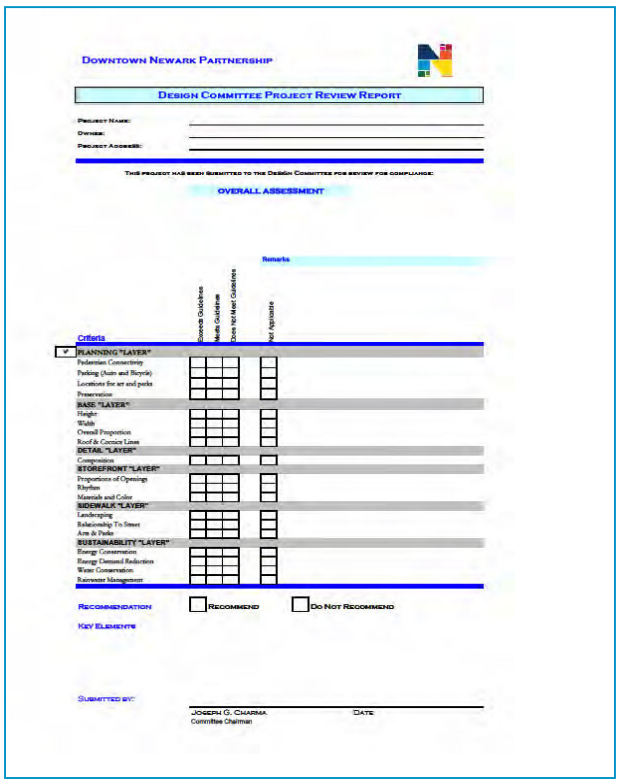
DESIGN EVALUATION

We will evaluate the design on generally accepted principles of good design and the exceptional aspects of your project. We will submit a report with a determination about whether it 'Meets or Exceeds the Criteria' or 'Does Not Meet the Criteria.' We will also include remarks about the decisions for each of the Criteria to provide information to the Planning Commission and City Council to help them understand our evaluation.

The Design Committee will evaluate the proposal as follows:

- Review the design presented on each of the 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. A copy of the checklist will remain with the project for use by the Code Enforcement department during construction.



DOWNTOWN NEWARK PARTNERSHIP

DESIGN COMMITTEE PROJECT REVIEW REPORT

PROJECT NAME:

OWNER:

PROJECT ADDRESS:

THIS PROJECT HAS BEEN SUBMITTED TO THE DESIGN COMMITTEE FOR REVIEW FOR COMPLIANCE:

OVERALL ASSESSMENT

Criteria	Exceeds Guideline	Meets Guideline	Does Not Meet Guideline	Not Applicable	Remarks
PLANNING "LAYER"					
Pedestrian Connectivity					
Parking (Auto and Bicycle)					
Locations for art and parks					
Preservation					
BASE "LAYER"					
Height					
Width					
Overall Proportion					
Roof & Cornice Lines					
DETAIL "LAYER"					
Composition					
STOREFRONT "LAYER"					
Proportions of Openings					
Rhythm					
Materials and Color					
SIDEWALK "LAYER"					
Landscaping					
Relationship To Street					
Arts & Parks					
SUSTAINABILITY "LAYER"					
Energy Conservation					
Energy Demand Reduction					
Water Conservation					
Rainwater Management					

RECOMMENDATION ☐ RECOMMEND ☐ DO NOT RECOMMEND

KEY ELEMENTS

SUBMITTED BY:

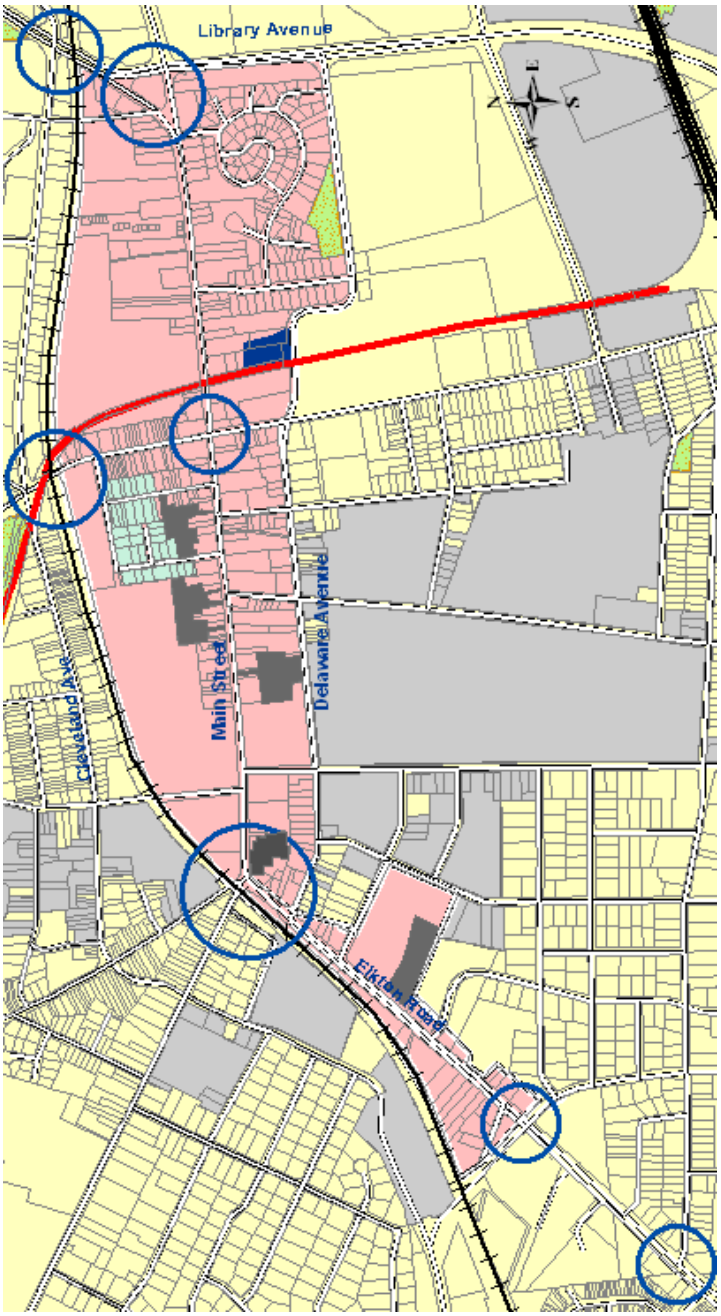
JOSEPH G. CHARMA, Committee Chairman — DATE

DOWNTOWN
Newark Partnership

DESIGN GUIDELINES

The Design Guidelines address the expression of the architecture in Downtown Newark, as that sets the tone and creates the visual experience for residents and visitors.

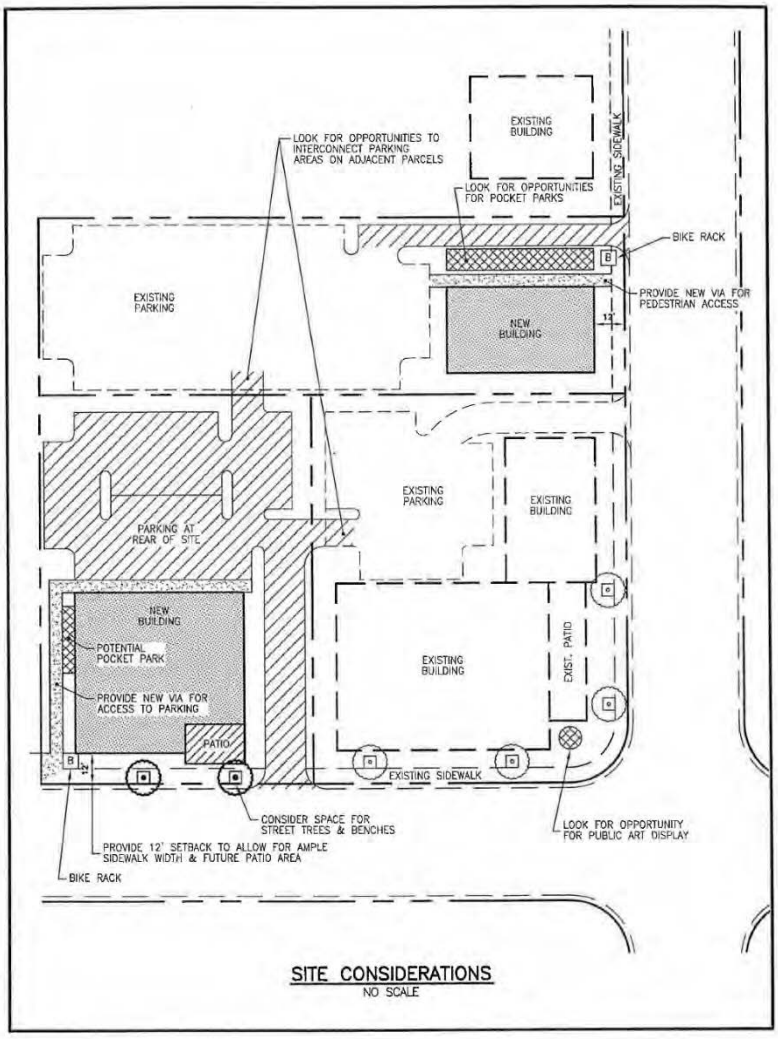
The following sections will use examples from existing buildings to illustrate the “layers” that should be considered as part of the design process. These “Layers” are a guide to discussing and evaluating the design of the proposed building that allows us to look at the building at different scales and perspectives.



Legend

- DNP District
- Pomeroy Trail
- New Center Village Overlay
- Parks
- Transit Hub
- Parking
- UD
- Downtown Gateway

PLANNING "LAYER"



Refer to the diagram for typical site considerations. Important elements for discussion will be the following:

- Vias: Walkways from sidewalk to parking in the rear. Possible location for secondary entrances or storefronts
- Pedestrian connectivity
- Locations for art and parks.
- Patios and ways to maintain the
- walkway edge
- Locations for landscaping.
- Locations of building services
- Fire equipment access
- Parking. No parking should be placed between the building and the street (see Zoning Code)
- Bicycle parking and other bicycle design considerations(see 2014 Newark Bicycle Plan http://www.wilmapco.org/nbc/plan.pdf - recommended bike rack design on page 53)
- Loading zones
- Locations for public transit

BASE "LAYER"

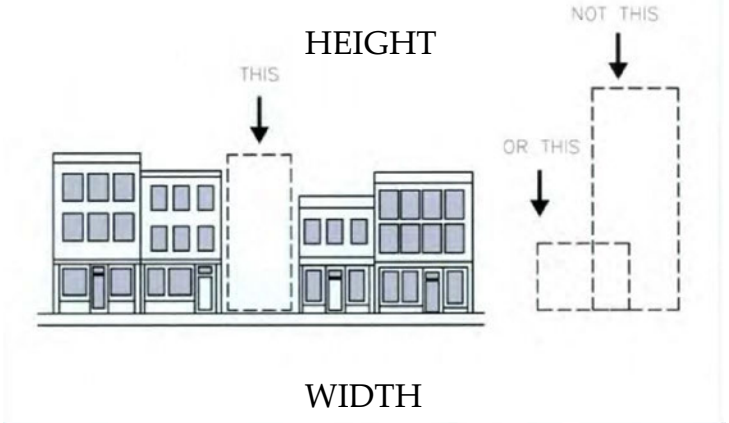
The base layer refers to the general massing of the building.

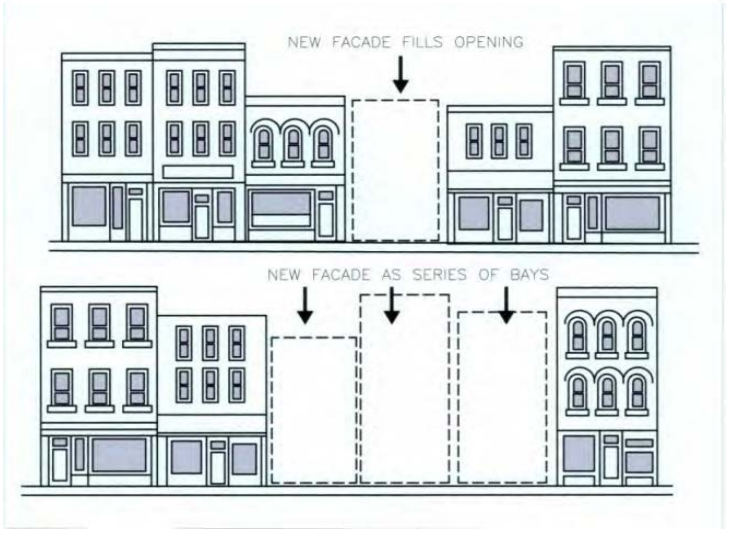
Evaluation Issues

- Is the height within the limits for the zoning?
- Is the building significantly taller or shorter than adjacent buildings?

Design Issues
Consider the following:

- Breaking wide buildings into smaller vertical units. Dividing a large building into bays provides a pleasing visual rhythm to the streetscape and maintains the character of downtown. Bays should not be wider than they are tall nor should they be square.
- Having infill buildings respect the widths and rhythm of adjacent buildings.
- Varying the rooflines on the bays.
- Breaking the vertical massing of the building into smaller units - base, middle, top – to allow the building to be read from a distance and to provide a scale to the building.



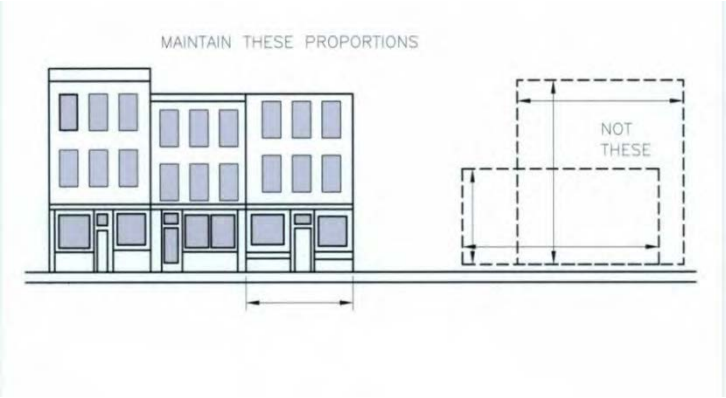


BASE "LAYER" CONTINUED

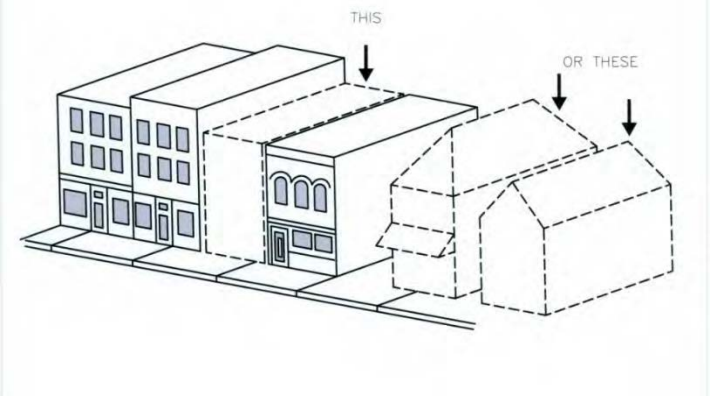
Design Issues - Cont

- The composition and proportion of the building parts in reference to the adjacent buildings, especially the upper levels and the cornice lines.

OVERALL PROPORTION



ROOF & CORNICE LINES



Horizontal Divisions

Varied Rooflines

DETAIL "LAYER"

In addition to the massing and proportion of the building, details add to the character of the building. We are not seeking reproductions of historic styles, but rather appropriate elements to give the building visual scale and interest. Consider the following:

- Using materials that complement the adjacent buildings or reflect the character of the area.
- Using contrasting materials at the entry area.
- Using architectural details and elements in appropriate ways to create a visual depth to the façade. Especially consider additional detail and authentic and durable materials at the street level where pedestrians will be closer to the building.
- Avoid entire swaths of a single material – they feel barren and inhospitable.
- Using alternatives to vinyl products.

COMPOSITION

Varied Materials

Window Opening Details

Material Patterns

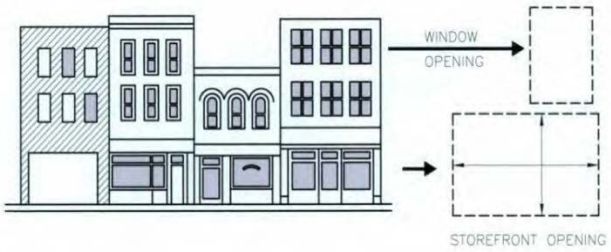
Varied Materials

STOREFRONT "LAYER"

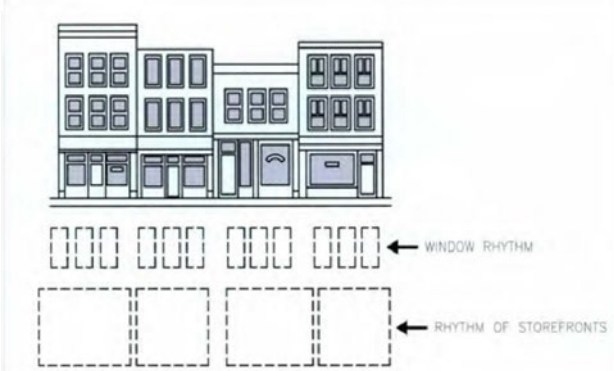
As the storefront is the entrance to any business, we encourage ones that express the individuality of the tenant and that improve the pedestrian experience. Consider the following:

- Clearly identifying the entry from the rest of the façade. Avoid use of continuous storefront glazing as it makes it difficult to locate the entrance.
- Providing a covered entry (recess, awning, canopy or roof, extended upper level).
- Providing areas for the display of products. Consider the locations of windows in regard to the interior usage of the spaces.
- Providing effective exterior lighting for evenings.
- The incorporation of signage design from the start to avoid awkward fits between the sign and the available space (especially for national franchises that have sign standards).

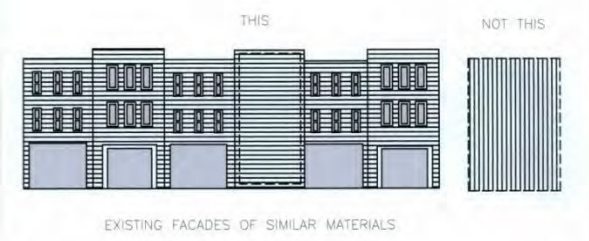
PROPORTIONS AND OPENINGS

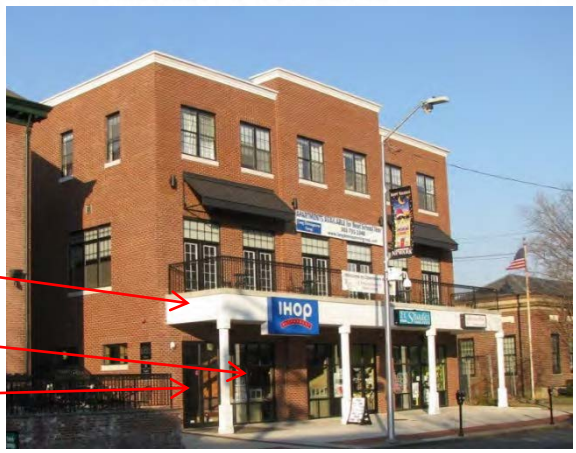


RHYTHM



MATERIALS AND COLORS





Covered Entry

Emphasized Entrance

Display Windows

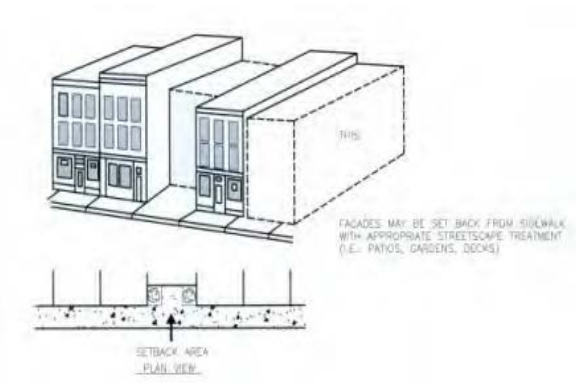
SIDEWALK "LAYER"

A successful town is not complete unless its sidewalks and public spaces have been finished. That requires a variety of considerations and elements to be included. Unlike some towns, most of the sidewalks in Newark are managed by the City. The City places trash receptacles, bike racks, and parking meters on the sidewalks. In addition, many of the restaurants provide street tables. Any commercial project should have the expectation that one of the tenants could be a restaurant.

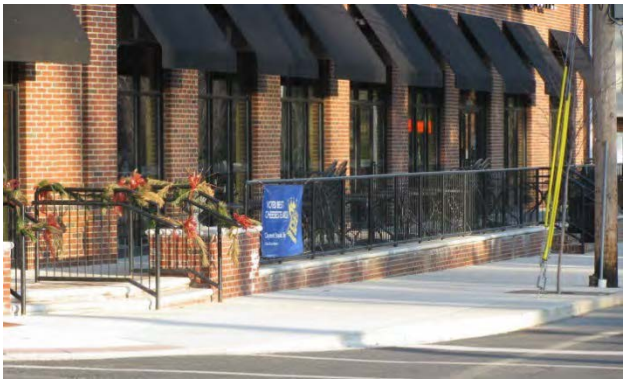
While the building's setback should be consistent with that of neighboring buildings and compliant with the code, the relationship to the street is more than the setback – it involves the transition zone from the street to the building. Consider the following:

- Providing sidewalks that are at least 12' wide, and adding extra width where outdoor seating or additional furniture or landscaping is anticipated.
- Recessing storefronts to allow for window shopping and provide coverage for pedestrians.
- Enhancing the sidewalk area with seating and landscaping where possible. If a seating area is to be provided, consider separating it from the pedestrian way.
- Slight variations in the setbacks, especially along a long building, to create an interesting pedestrian way and keep the sidewalk from being a monotonous space.

RELATIONSHIP TO STREET



Separated Seating Area



Public Art Along Vias

SIDEWALK "LAYER" CONTINUED

- Distinguishing the 'building pavement' from the city sidewalk with brick, tile, exposed aggregate or stained concrete. Consider changing materials at Vias. Consider using permeable paving for driveways and exterior surfaces.

ARTS & PARKS

Distinguishing the 'building pavement' from the city sidewalk with brick, tile, exposed aggregate or stained concrete. Consider changing materials at Vias. Consider using permeable paving for driveways and exterior surfaces.

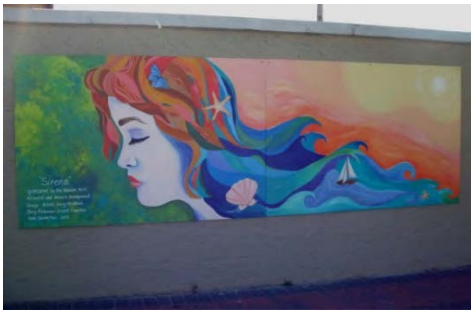
We encourage the inclusion of a plan for public art in the form of a mural, sculpture, or other installation that engages the viewer from the public way. Art is an important part of our city's culture and it contributes to the character of our downtown. Visual interest adds human interest: public art fosters community pride and attracts engaged visitors.

- Public art that celebrates and communicates the history and culture of Newark is preferred, reflecting and reinforcing our city's unique sense of place.
- Painted and mosaic murals can enliven walls.
- Sculptures can adorn buildings, facades, sidewalks, and plazas.
- There should be an appropriate relationship among materials, scale of artwork, and the surrounding environment; artwork should also be appropriate for the general character of the site.
- One option for a mural is, to create it on a removable material, instead of directly on the building wall. The mural can be installed on a frame that allows water to weep between the mural and the wall and the attachments should not irrevocably damage the building.

We also encourage designs that include a plaza, courtyard, or similar well-defined space that can provide outdoor seating and a place for people to meet and gather adjacent to the public way. Such spaces add variety to the streetscape and create a more dynamic street life. Public spaces are the basis for social, cultural, and economic interaction. Consider the following:

- Probable and desired pedestrian circulation
- Larger areas are ideal for gathering and seating, while smaller areas are best used to draw attention, add visual interest, and create a sense of place.

SIDEWALK "LAYER" - ARTS & PARKS - EXAMPLES



A mural outside of Gloss Salon

Public seating at Starbucks

Public seating at Brewed Awakenings

A mural along East Main Street

A wide, attractive walkway creates pedestrian connectivity and public gathering place

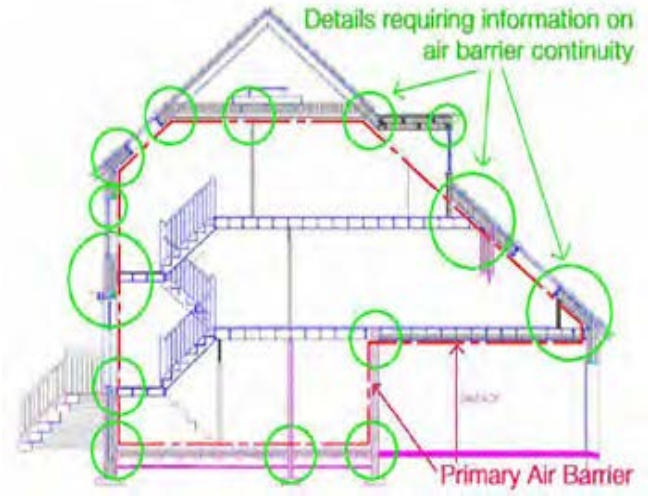
A well-lit seating area creates a public gathering space within a covered pedestrian pass-thru.

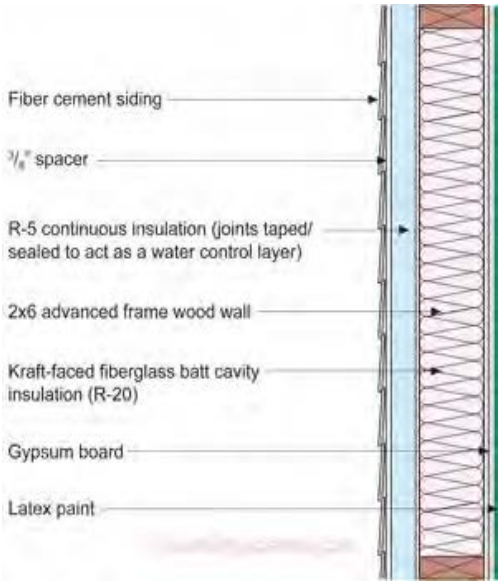
SUSTAINABILITY "LAYER"

A modern community is not responsible if it does not address infrastructure needs, sustainability and resource conservation in the development process. In an urban environment Infrastructure improvements are particularly difficult and disruptive. To lower increased demand and impact of development a design should include means to reduce the demand of resources. Additionally, in an urban environment, stormwater management is particularly challenging.

During the design phase the design team should consider the following ways to reduce the developmental impact of the project.

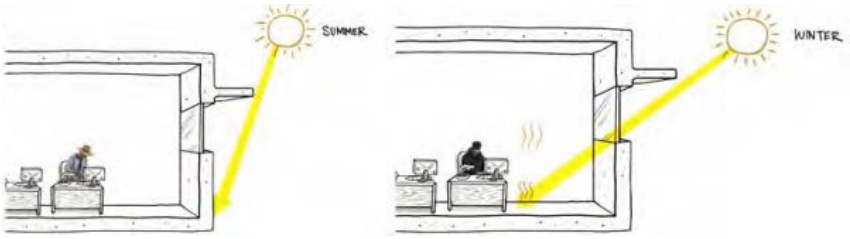
- Energy conservation
  - Reduce air infiltration to less than 2 air changes/hour.
  - Increase mechanical efficiency by a minimum of 10% above the requirements of the current Energy Conservation Code documented by ComCheck.
  - Increase the lighting efficiency by a minimum of 10% above the requirements of the current Energy Conservation Code documented by ComCheck.
  - Reduce thermal bridges in the building envelope through design.
  - Provide construction drawings showing the continuous air barrier with details for critical transitions.



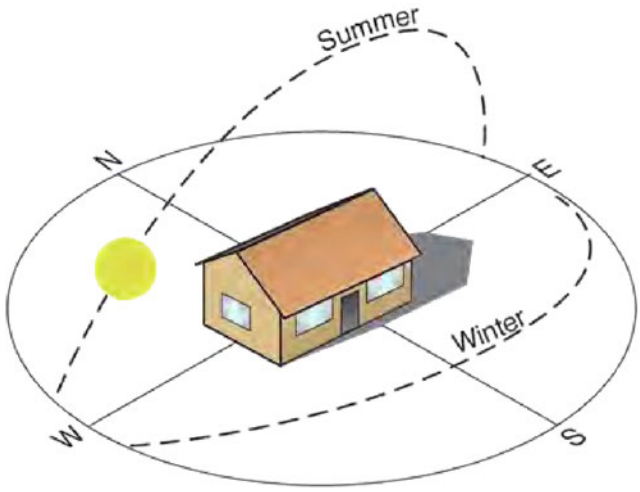


SUSTAINABILITY "LAYER" - CONT.

- Provide shading over fenestration openings of appropriate size to reduce overheating during summer months.



- When ever possible, orientate the building and/or fenestration to optimize the use of winter solar heat gain.



- Energy demand reduction
    - Provide sustainable energy generation equal to a minimum of 25% of the energy demand of the building by PV, solar, thermal, or wind power.
    - Utilize GSHP energy for 50% of the building heating and cooling systems demand.
    - Utilize thermal solar collection for a minimum of 50% of the buildings water heating demand.

SUSTAINABILITY "LAYER" CONTINUED

- Water conservation
    - Reduce water use by a minimum of 25% through the installation of high efficiency fixtures. Provide calculations demonstrating efficiency,
    - Eliminate the need for irrigation through drought resistant landscaping. Not applicable where less than 5% of the lot area is landscaped.
    - Utilize captured rainwater for irrigation. Not applicable where less than 5% of the lot is landscaped.
    - Provide a rainwater system to use for toilet flushing.
- Stormwater management
    - Utilize green roofs, rainwater capturing, rain gardens or other methods to reduce stormwater runoff by 50% of predevelopment flows.

Intensive or Extensive Green Roofs

Biorete niton Facility or Rain gardens

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)? Does the building exhibit contextually historic elements, design, or character? Is the building listed on the National Historic Register?

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
    - Height: 3 ½ stories
    - Width: 9 Bay
    - Proportion: Rectangle
    - Relationship to Street: 15' setback. Entry Location: Several
    - Roofs and Cornices: Gable
    - Materials: Brick/wood
- 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
    - Height: 2 ½ Stories
    - Width: 4 Bay
    - Overall Proportion: Rectangle
    - Relationship to Street: Facade is 4 above and 10 feet back from street line. Entry location is off-center (may once have been a double entry
    - Roofs and Cornices: 6/12 Pitch parallel to street
    - 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
    - Height: 2 Stories
    - Width: 3 Bay
    - Overall proportion: Almost (or once was square)
    - 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.
    - Roofs and Cornices: 10/12 or 12/12 parallel to street
    - Materials: Flemish bond brick
- Special Details: 2 symmetrical barrel vault dormers; brick chimney on 1 gable end; additions- 1 ½ story stucco and columned(4) side porch with 3 bay center hall; 2nd floor louvered shutters; 1st floor solid panel shutters

FORMER 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
  - Height: 2 Story with 3 foot parapet
  - Width: 3 Bay facade with large center bay
  - Overall Proportion: rectangle
  - Relationship to Street: Zero foot setback Entry- Recessed 6 feet
  - Roofs and Cornices: Façade wraps building one bay each side
  - Materials: Cast stone
- Special Details: Gothic tracery and detailing including gargoyles and trefoil arches

INDIAN SIZZLER

72 East Main Street

- Built @ 1897
- Original Use – Bank
- Current Use: Restaurant
  - Height: 2 Stories
  - Width: 3 Bay
  - Overall Proportion: Square
  - Relationship to Street: Zero setback. Entry- Central/recessed
  - Roofs and Cornices: Pyramidal
  - Materials: Brick
- Special Details: Arched side windows, multi-colored awning and wrought iron railing to define seating area. Roof spire

M & T BANK

82 East Main Street

- Built in 1926
- Original Use: Bank (Farmers Trust
- Company)
- Current Use: Bank (M&T Bank Company)
- On National Register of Historic Places
  - Height: 1 ½ Stories
  - Width: 3 Bay
  - Overall Proportion: Rectangle
  - Relationship to Street: Zero feet setback Entry- Central door entry with small recess
  - Roof: Flat
  - Cast stone on brick
- Special Details: Neo-classical revival arches and columns

COX BUILDING

94-96 East Main Street

- Built @ 1882
- Original Use – Home of David B. Caskey
- Current Use – Dentist Office, other offices and apartments above
- On National Register of Historic Places
  - Height: 3 Stories
  - Width: 3 Bay
  - Overall Proportion: Rectangle
  - Relationship to Street: Façadeis 4 feet above and 10 feet backfrom street line
  - Roofs and Cornices: Flat
  - 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.

FORMER BANK OF NEWARK/ CATHERINE ROONEY'S

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: Restaurant/Apartments
- On National Register of Historic Places
  - Height: 3 Stories
  - Width: 5 Bay
  - Overall Proportion: rectangle
  - Relationship to Street: Facade 4 feet above street and 10 feet back from street line entry central with porch
  - Roofs and Cornices: 6/12 pitch parallel to street
  - Materials: Brick
- Special Details: Decorative lintels
- Good example of adaptive reuse and historic preservation

POST OFFICE

110 East Main Street

- Built in 1929
- Original Use: Post Office
- Current Use: Post Office
  - Height: 1 Story
  - Width: 3 Bay
  - Overall Proportion: Triple Square
  - Relationship to Street: façade is back 14-16 feet from street line. Entry- Central with porch
  - Roofs and Cornices: Slate hip roof
  - Materials: Raised brick
- Special Details: 4' deep columned porch with triangular pediment.

KLONDIKE KATE'S

54-158 East Main Street

- Built in 1880
- Original Use: Grange hall and cooperative store
- Present Use: Restaurant with bars and barber shop, and Apartments
- On National Register of Historic Places
  - Height: 3 Stories
  - Width: 5 Bays with several first floor entries
  - Overall Proportion: Double Square
  - Relationship to Street: Facade is 2 feet above and 8-10 feet setback from street-Main entrance at corner
  - Roofs and Cornices: Patterned slate mansard roof
  - 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 Place
  - Height: 1 ½ Stories
  - Width: 3 Bay
  - Overall proportion: Rectangle
  - Relationship to Street: Facade is 3 feet above and setback 12-15 feet from street line
  - Roofs and Cornices: 12/12 patterned slate
  - 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)
- former Use: Farm and home supply
- Current Use: Bank And Restaurant; Upper Level Apartments
    - Height: 3 Stories
    - Width: 3 bay
    - Overall proportion: 2/3 Horizontal to vertical
    - Relationship to Street: Setback 8 feet
    - Roofs and Cornices: perpendicular to the street
    - Materials: Brick; stucco; wood cornice with exaggerated corner brackets
- Special Details: Segmented arch windows; semicircular parapet profile
- Shows good example of adaptive re-use and historic façade preservation.

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
    - Height: 3 Stories with raised 1st (5'-6")
    - Width: 3 Bay
    - Overall proportion: Rectangular
    - Relationship to Street: Setback 80-90 feet Entry- Right side with 5 ½ foot deep column flat roofed porch
    - Roofs and Cornices: Parallel to street
    - Materials: Brick
- Special Details: Continuous corbelled cornice, 4th floor belvedere

FORMER CHRISTINA SCHOOL DISTRICT BUILDING

83 East Main Street

- Built in 1884
- Original Use: Public School,
- grades 1- 12
- Present Use: University of Delaware Bookstore
- On National Register of Historic Places
  - Height: 2 Stories
  - Width: 5 Bay (originally)
  - Overall proportion: Double square
  - or combination of squares
  - Relationship to Street: Setback 30-40 feet
  - Roofs and Cornices: Low slope hip (front)
  - 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.
- Adaptive reuse and historic Preservation.

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
  - Height: 3 and 4 Stories
  - Width: 6 bays
  - Overall proportion: mixed vertical and horizontal
  - Relationship to Street: Zero foot setback Entry- corner and recessed 4-6 feet raised 2-3 feet with square bays paired around 2 doors
  - Roofs and Cornices: Mansard with slate
  - Materials: Brick
- Special Details: Wrap around 3’ bracketed pent eave, corbelled continuous cornice; one segmented arch fan light transom.

INTERNATIONAL ORDER OF ODDFELLOWS (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
  - Height: 2 Story
  - Width: 2 Bay
  - Overall Proportion: Square
  - Relationship to Street: Slightly setback- Entry- Recessed- 1 for each bay
  - Materials: Brick; stone; smooth faced stone
- Special Details: Deep detailed overhang over 1st floor; curved storefront

NEWARK UNITED METHODIST CHURCH

69 East Main Street

- Built in 1861 (Original church built in 1851destroyed by fire; rebuilt in 1861)
  - Height: 2 Story
  - Width: 3 Bay
  - Overall Proportion: Square
  - Relationship to Street: Zero setback Entry- Recessed- Central; slightly recessed; fan light transom
  - Materials: Brick; double
- brick pilasters; water table
- with soldier course
- Special Details: Spire is classical revival or wren style; Façade 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.

PASSIVE HOUSE CERTIFICATION: A rigorous, voluntary standard for energy efficiency in a building, reducing its ecological footprint. It results in ultra-low energy in buildings that require little energy for space heating or cooling.

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 roof-like 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.

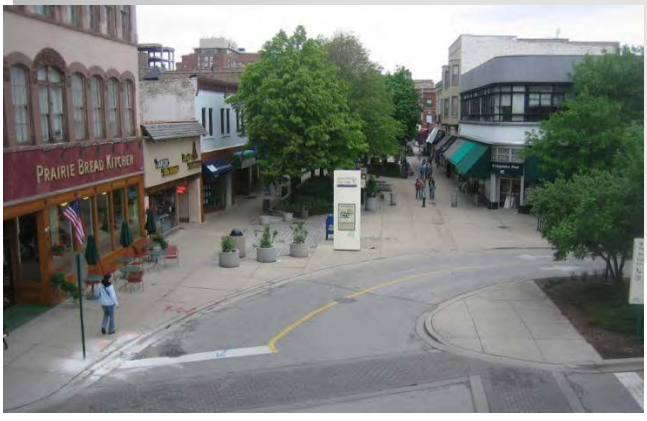
TRANSITION ZONE: The area between the street and the building where the pedestrian feels protected by the building without entering it, and/or the sidewalk area where one prepares to enter or look within. On buildings set back from the sidewalk a large planted or paved expanse, this zone may be referred to as a lawn or plaza.

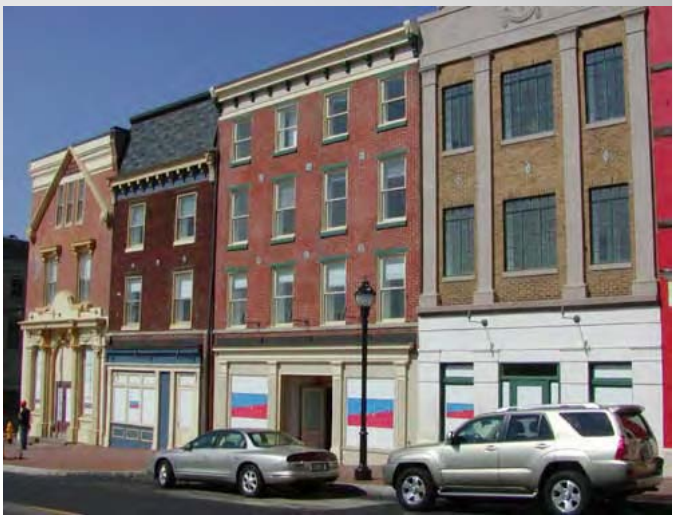
VIA: by way of; by means of; through; an outdoor pedestrian path between buildings, usually connecting parking to the street.

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.


ALLERGY CARE CENTERS


PRAIRIE BREAD KITCHEN



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 Design 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 quality 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 firstfiscal 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 302-366-7000.

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 @ website of the Claymont Renaissance Group

@ http://www.claymontrenaissance.org/

City of Newark Planning & Development Department

220 South Main Street
Newark, DE 19711
302.366.7000 http://www.cityofnewark.de.us

DOWNTOWN NEWARK PARTNERSHIP

DOWNTOWN Newark Partnership

DESIGN COMMITTEE PROJECT REVIEW REPORT

PROJECT NAME: _____

OWNER: _____

PROJECT ADDRESS: _____

THIS PROJECT HAS BEEN SUBMITTED TO THE DESIGN COMMITTEE FOR REVIEW FOR COMPLIANCE:

OVERALL ASSESSMENT

	Criteria	Exceeds Guidelines	Meets Guidelines	Does Not Meet Guidelines	Not Applicable	Remarks
✔	**PLANNING "LAYER"**					
	Pedestrian Connectivity					
	Parking (Auto and Bicycle)					
	Locations for art and parks					
	Preservation					
	BASE "LAYER"					
	Height					
	Width					
	Overall Proportion					
	Roof & Cornice Lines					
	DETAIL "LAYER"					
	Composition					
	STOREFRONT "LAYER"					
	Proportions of Openings					
	Rhythm					
	Materials and Color					
	SIDEWALK "LAYER"					
	Landscaping					
	Relationship To Street					
	Arts & Parks					
	SUSTAINABILITY "LAYER"					
	Energy Conservation					
	Energy Demand Reduction					
	Water Conservation					
	Rainwater Management					

RECOMMENDATION ☐ **RECOMMEND** ☐ **DO NOT RECOMMEND**

KEY ELEMENTS

SUBMITTED BY:

_____

JOSEPH G. CHARMA — DATE

COMMITTEE CHAIRMAN