



**The Londonderry Look Book**

# Londonderry Look Mission Statement

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## Big Box Retail:

Big box retail is easily recognizable for its large (40,000 square feet or more) buildings that are one-story in height and designed with minimal architecture. The most familiar buildings of this type feature large parking fields with hundreds of spaces to support high volumes of customers. These “big box” buildings are served by highways but set back from traffic by hundreds of feet. Though this development type is often difficult to restore after vacancies occur, its presence still plays a major factor in the town’s economy.



Preferred look of soft New England color, peaked roof with cupola, and mixed exterior of clapboard and brick.



Note changing rooflines, mixture of exterior brick and quic-bric, arched entrance, awnings and rear lighting lettering.



Preferred changing roofline, and differing exterior materials. Note also backlit signage and parking lot downward lighting.



## Office Complex:

Office Complexes range widely from single multi-story monoliths to multiple single story campuses. And while the combinations are many, the basic use is the same.

Office complexes serve as a singular, sometimes isolated, working environment. Access is often limited solely to employees and parking is arranged around the site in equal distributions. Though often separate from homes and commercial sites, these complexes can be suitable for a variety of uses given their versatile form.



Preferred style is a country type look, with soft exterior colors, or multi material exterior. Placing green trees, or shrubs around the building is a preferred look.



Preferred look and styles would contain peaked roof, and changing rooflines, brick exterior with awnings.



We feel that modern complexes can still contain a look that reflects a preferred architecture. Flat roof buildings can still contain false peaks, rounded or peaked entrance, and landscaping.



## Strip Retail:

Strip retail is characterized as diverse commercial developments arranged in long, narrow buildings. Each building may house as many as ten different tenants occupying as little as 500 square feet of leasable space. These developments are exclusively oriented to highways and advertise their services with large signage. Parking tends to be located in between the road and the retail. Though mostly generic in its design, this format allows for quick, convenient shopping and a multitude of services at one location.



Preferred country look with end tower, changing roofline, soft New England color and clapboard exterior.



Preservation of older and historical homes that are converted to small businesses.



Preferred look of peaked end units, gables, and soft New England color of clapboard and brick exterior.



## Industrial Park:

The industrial park is a high-activity center featuring 24-hour working environments and a high prevalence of freight traffic. Though oftentimes located in remote parts of town, these parks are visited by a large share of the residents, most of who work in the area. The park is not commonly a place designed for public access and enjoyment. Characteristics include functional design for buildings, wide roads for heavy trucks, and an emphasis on safe, slow, specific operations. With new technologies, few industrial uses are noxious to surrounding neighbors though residences are seldom within walking distance.



## Signage:

This section discusses the preferred type of signage for Londonderry.



Backlit signage is preferred, with a soft light. Neon is not acceptable.



Downward lighting on a painted sign is a preferred look. Upward lighting is not acceptable.



A preferred look is signage with a dark opaque background and lighter lettering.



A preferred look is a sign with some stonework. This sign also contains opaque background lighting.



This is an example of a preferred pylon style type sign. Please note the earth tone colors, and dark opaque background with lighter lettering.



The preferred lettering on dark or white backlit signs is to use white letters with a black or dark background. Spacing between these letters should also use a dark or black blank character.



## Colors:

This section discusses the preferred colors for exteriors of all types of buildings covered within this document. Types of colors stressed will be earth tones, historical type colors, and generally low luster type colors and trims.



Soft color with tan trim.



New or pre-existing brick are encouraged to use earth tone colored trim, and awning colors.



Earth toned colored textured cement exterior with matching earth tone colored trim.



## Materials:

This section discusses the preferred building materials for building exteriors.



Low maintenance siding, such as vinyl.



Materials such as brick, or quik-brik are encouraged.



Textured cement is a preferred look.



A combination of both a brick and textured material is also a preferred look. Also note building style with matching roof color on end caps.



Older or refurbished buildings are encouraged to use either or both shingles or clapboard exteriors.



## Miscellaneous:

This section discusses topics such as preferred walkways, landscaping and stonewall preservation.



Street lined tree cover for business areas is preferred.



Preservation for all rock walls shall be enforced. They should be either kept, or rebuilt, as in their original state.



Stone pavers in earth tones for walkways.



Brick and stone walls in earth tones are a preferred combination for a walkway with walls.



Field stone walkways in earth tones.



Dry stone walls in earth colors.



Stone walls with mortar in earth tones.



Plants common to the New England area are encouraged to be used around buildings and other areas, such as parking lots and walking areas.



Another example of trees and bushes, used in an entrance and around the building.



Tree lined walkways.