

Part 24

Design Guidelines in the Central Business District



Many older residential buildings have great porches



Steeply peaked gables are a common theme in the CBD



The Art Deco Hatfield Bank building with a very sympathetic addition



The CBD has many unique and interesting industrial structures whose proportions may be a design clue for and larger proposed structures

Hatfield Borough Central Business District Zoning Ordinance Design Guidelines

Design Guidelines–Intent.

The Central Business District of Hatfield Borough is generally defined as the areas fronting on:

- Main Street
- Market Street
- Lincoln Avenue North of Main Street
- Broad Street

and situated in the following zoning districts:

- CC Core Commercial
- C Commercial
- R-3 Residential/Commercial

The existing architecture of the Central Business District (CBD) is characterized by a mix of older residential, converted older residential, newer residential and industrial structures. While many of the buildings in the CBD share common or similar architectural elements, many of the structures are unique and exhibit styles, proportions and materials that give the Borough's CBD streetscape a warm, human-scaled environment that is very attractive and desirable.

In an effort to sensitively preserve existing structures for adaptive reuse and to positively influence new structures that may be proposed, the following design guidelines have been developed as a guide to assist property and business owners help maintain the special character of the Hatfield Borough's CBD.

These guidelines are meant to provide flexibility to each property and business owner while at the same time providing a framework for maintaining and enhancing the architectural flavor of the CBD.

Applicants for building permits for building renovations that include facade enhancements are encouraged to approach the Borough with photographs of similar improvements envisioned for their particular building. Likewise, land development applicants are encouraged to show the Borough photographic examples of similar proposed structures prior to developing more detailed and expensive architectural renderings of proposed buildings. Photographs of adjacent and nearby structures are also useful to provide neighborhood context.

Applicants are encouraged to spend time in the CBD to observe the existing architecture and, in concert with these guidelines, develop building renovations elevations or elevations of new buildings that are in keeping with and sympathetic to existing nearby styles, proportions and materials.

Signage

While signs are regulated by Part 11 of this Chapter, there remains significant flexibility in the size, materials, colors and content of signs. Generally, signs that respond to the architectural context of the architecture can create a pleasing effect.

There are many examples of appropriate signage in the Hatfield Borough CBD. These exhibit rich and appropriate materials, colorfulness without being ostentatious, good contrast between letters and background, appropriate proportion, distinctive shape, appropriate and sensitive lighting, and in some cases graphic images that clearly convey the business or service.

While conforming to Part 11 of this Chapter, proposed signs should seek to exhibit some of the same qualities that are shown on this page of the design guidelines.





Vertical form is dominant in many of the older residential structures in the CBD



While the old hotel is a very long horizontal form, its sympathetic window placement and proportions and the front porch keep the building from appearing too massive



A more modern horizontal form that is successful because of good materials, acceptable window placement and proportion and the shed roof between the first and second floors.

Building Form

Structures in the Hatfield Borough CBD, like architecture everywhere are either generally vertical in form or horizontal in form. Zoning regulations in the CBD districts allow building heights from 35 feet to 60 feet, so a variety of building forms exist and are possible. Depending on the size of a lot, or in the case of lot assembly, horizontally large buildings are also possible.

Generally, for the construction of new buildings, the applicant should strive to fit the new structure into the existing context of the immediate neighborhood. While there will always be exceptions to this guideline, based on the building use and lot size, it is recommended that this general guideline be followed whenever possible.

Existing buildings along South Broad Street were generally constructed most recently and have a more horizontal orientation when compared to some of the older buildings on Main, Lincoln and Market Streets.

The construction of new buildings, especially larger new buildings can play havoc with the existing context of a neighborhood. Methods to help integrate new structures into the context of existing, and probably smaller existing buildings include:

- Dividing the facade into “sections” through slight changes to the building setbacks, changes in materials, architectural detailing and like methods.
- Variations in roof lines and roof pitches, so that, for example, a larger horizontal building in a vertical neighborhood appears more vertical.
- Changes in colors or tones of materials to visually break up the mass of a structure.
- Avoidance of blank facades that is walls without windows that front on streets.
- Using materials that strongly tie the structure to the neighborhood, especially when some of the above integration methods are not feasible or possible.

Industrial Structures

The industrial structures of the Hatfield Borough CBD is a unique architectural collection that preserves an important chapter about the Borough's past. As some of the largest structures in the CBD, they can serve as design models for future building that may be constructed in the Borough. There is enough variety of style and scale that using design cues from these buildings will permit a developer flexibility within while recalling historic building proportions, window to wall openings, street to building setbacks, and architectural detailing that will help new structures fit within the context of the Borough CBD.



Regardless of their inspirational style, new structures in the CBD shall be compatible with the surrounding architecture in:

- Architectural style
- Form, either horizontal or vertical
- Base, body and cap
- Scale
- Texture and patterning of exterior materials
- Proportion of walls to openings
- Street front yard setback





CAP

BODY

BASE

Proportions

The facades of most buildings generally have three main components:

Base—a portion of the building foundation, or in the case of retail stores, the first floor of a building that is distinct from the upper floors.

Body—one or more architecturally similar stories that are distinct from the base.

Cap—the roof of a building, include a cornice or parapet where the body of the building ends.



CAP

BODY

BASE

Renovations and Additions

A distinct base, body and cap should be retained.



CAP

BODY

BASE

New Structures

Each new building should have a distinct base at the street level, a body with a consistent character for the main or upper stories and a cap with appropriate lines, pitches, materials and proportions.

The base, body and cap should roughly line up with the base, body and cap of adjoining, adjacent and for nearby buildings.

Roof Lines

One of the most common types of roof lines in the CBD, at least for existing residential structures are steeply pitched gables that also may be appropriate to several types of buildings. Preservation of these distinctive lines are required. Incorporation of similar or comparable roof pitches and proportions in new structures, when appropriate is also favored.



Other types of rooflines existing in the CBD, most notably flat roofs on industrial structures. There are also historic mansard roofs, however, modern interpretations of mansard roofs in the CBD has been largely unsuccessful.





Porches

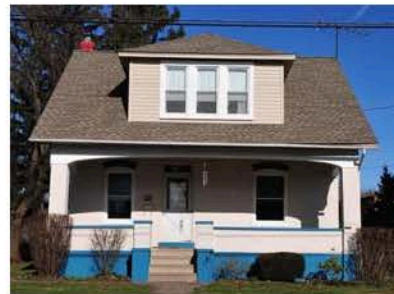
Porches are one of the defining architectural elements on many older residential structures in the CBD. Good examples exist of residential conversions to office, personal service or small retail uses where the porches have been maintained and enhanced as an integral part of the architecture.



Often, there is a need for additional interior space and enclosing a porch is sometimes a viable way to create new interior space. It is very important to maintain the same or very similar proportions between a porches' solid walls and the new window wall, so that the enclosed porches' windows recall the previous proportions of the open porch.



A successful example of an enclosed porch maintained the open areas (with windows) of the original porch



Two porch enclosures that, unfortunately, did not retain the original solid wall to window openings of the original porches.

Additions and New Buildings

Renovations and Additions

Because facades are critically important to the appearance of structures in the CBD, additions should be avoided at the front of an existing building. Wherever possible, additions should be constructed at the rear or side of an existing structure. Additions that are visible from the street will need to meet a higher standard for architectural compatibility and appropriateness of materials.

One exception to this rule may be for additions to “modern” structures that have large front yard setbacks. In these instances, especially when these structures do not exhibit sympathy to surrounding architecture, it may be more appropriate to place the addition in the front yard, in conformance with the zoning districts front yard setbacks. However, in these instances, materials for the new front facade will need to meet a high design standard.

New Buildings

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The Hatfield Bank is an example of a well conceived and executed building addition



A modest, yet successfully executed addition was added to the left of this porch on this residential structure



While the addition on the right retained the historic brick facade materials, the window dimension, proportions and spacing are inappropriate



Brick native stone wall



Brick and native building walls



Wood (for vinyl) clapboard



Wood (for vinyl) clapboard

Materials

The structures in the Hatfield CBD are constructed of a variety of materials. However, the dominant heritage materials are:

- Brick
- Native stone and cut stone
- Wood clapboard
- Wood shingle
- Ornamental woodwork

Renovations and Additions

While it is not always possible to faithfully replace these heritage materials in every instance, an applicant shall make every reasonable effort to replace and repair these heritage materials in-kind, so that the building materials remain consistent, compatible and appropriate to the original intent of the architectural design. In the case of existing aluminum siding or inappropriate building coverings, the applicant is strongly encouraged to remove these materials to re-expose and repair original building materials when possible.

New Structures

New structures should reflect materials that reflect the context of their setting and the materials in adjacent and nearby buildings. It is preferred that materials for new buildings include heritage materials listed above. Also, the appropriateness of materials for new buildings will be affected by the height, form, scale and proportions of the proposed structures.

While the heritage materials listed above are the most preferred, acceptable materials include:

- Simulated wood clapboard or shingle (cementitious or vinyl)
- Stucco, provided it is not used on more than 50% of the front facade (excluding windows)
- Simulated brick (based on approval of the Borough)
- Simulated stone (based on approval of the Borough)

Generally unacceptable facade materials include:

- Glass block
- Split face block
- Aluminum sidings

