

TOWN OF

**SOUTH HADLEY**

MASSACHUSETTS



**ROUTE 202/33 CORRIDOR**

# DESIGN GUIDELINES

JUNE 2025



NORTH

202



# ACKNOWLEDGEMENTS

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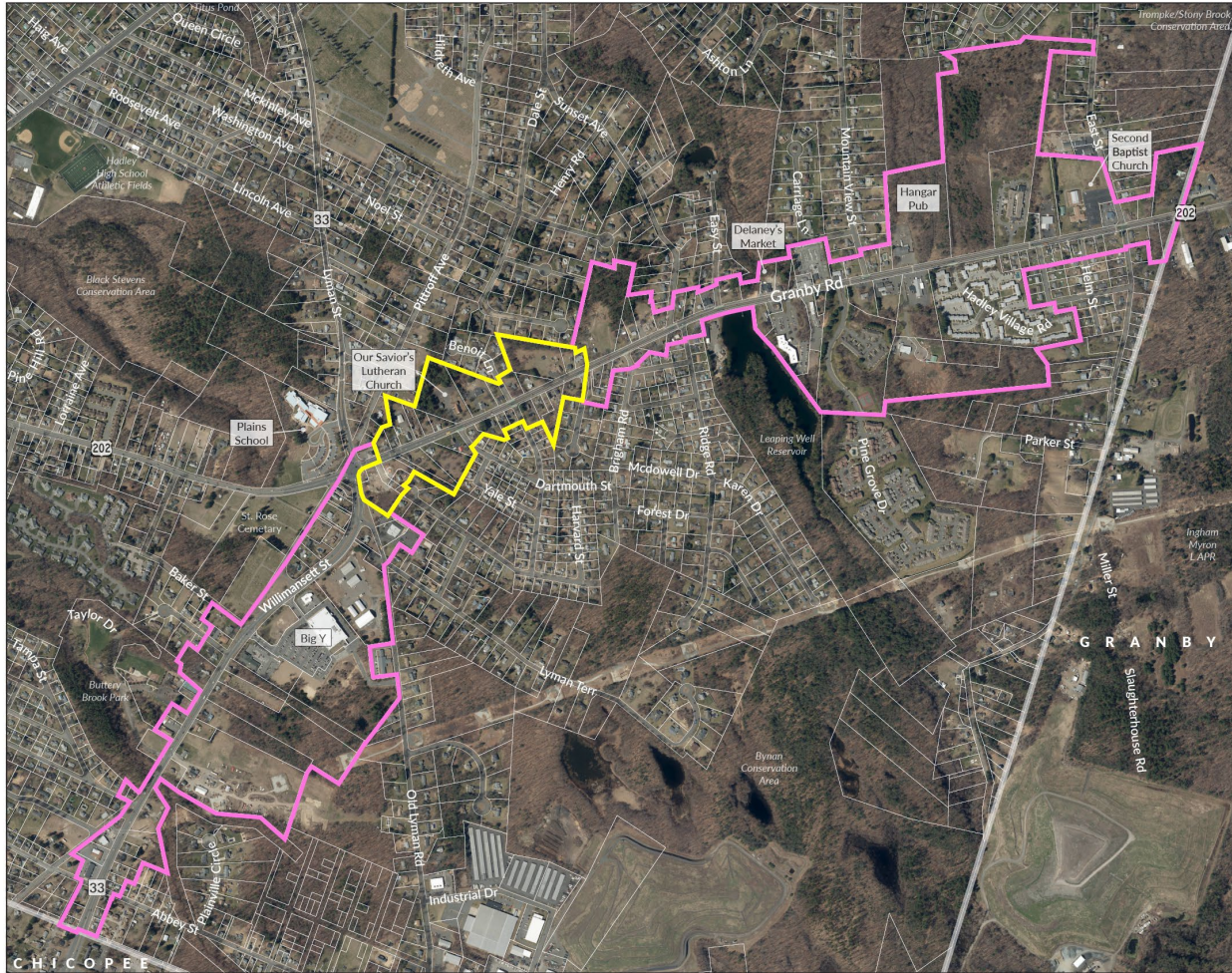
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*Prepared for the Town of South Hadley  
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Town of South Hadley – Extent, BUS A-1 Parcels  
Image Credit: Innes Associates

The Town of South Hadley conducted a comprehensive review of its design practices to ensure that future development reflects the community's values, vision, and distinctive character. This Design Guidelines book offers clear, practical recommendations for new construction, renovations, and public spaces, supporting thoughtful, cohesive, and respectful development of South Hadley's identity.

# INTRODUCTION

The guidelines provide a consistent framework to assist developers, architects, planners, and residents with informed design conversation and decisions. They encourage integrating new development within existing neighborhoods, promoting architectural diversity while maintaining a strong visual continuity. A particular focus is placed on establishing a distinct identity for the Route 202/33 corridor, setting it apart from neighboring communities.

By addressing critical design elements – such as building massing, façade articulation, site layout, and the connection between private development and the transition zone between private and public – the guidelines seek to balance growth with preservation. This document reflects South Hadley's ongoing commitment to enhancing its visual quality, functionality, and community character through thoughtful planning and broad public engagement.



## 2 PURPOSE

These design guidelines were created to help shape the future of South Hadley's Route 202/33 Corridor to reflect the town's values, goals, and sense of place.

This area is more than a transition between the City of Chicopee and the Town of Granby. It is a link between neighborhoods and services, retail, parks, and open spaces that support and enhance the neighborhoods. This area holds tremendous potential for thoughtful growth that respects the past while allowing enhancements over time.

Together, these guidelines support thoughtful, attractive, and responsive development to South Hadley's needs. They are intended as a resource for developers, property owners, Planning Board members, Town Staff, and community members as they plan for the corridor's long-term success.

These guidelines offer a clear and practical framework to guide new development and improvements in the corridor. They focus on four main goals.

### **1. Promote walkability and connectivity.**

Encourage streetscape and site design that makes it easier and safer to walk, bike, and move between destinations. Good connections between neighborhoods, businesses, and public spaces support a more active and accessible community for people of all ages and abilities.

### **2. Preserve and enhance community identity.**

Promote designs that reflect the town's landscape, goals, and aspirations to reinforce the character. Public and private projects should add to the sense of place and contribute to a welcoming, cohesive corridor that feels distinctly South Hadley.

### **3. Support smaller-scale, neighborhood-focused economic activity.**

Foster opportunities for local businesses and small-scale commercial uses that serve nearby residents. By encouraging development that is on the same scale as the surrounding neighborhood, the corridor can support everyday needs while adding to the area's vibrancy and economic diversity.

### **4. Provide a broader range of housing types.**

Encourage housing that meets the needs of different household types, ages, and income levels. A mix of housing options – including smaller units, multi-family homes, and accessible designs – helps support a more inclusive and resilient community.

## APPLICABILITY

These Design Guidelines are applicable to all new developments and significant rehabilitation projects submitted to either the Planning Board for a property located within Route 22/33 Corridor's Residential Core (RC), or Residential Mixed Use (RMU) Zoning Districts.

**The Design Guidelines are not mandatory. They do not supersede or replace the Zoning By-laws or the Development Standards in the Route 202/33 Corridor Design Guidelines Overlay**

**District.** Instead, the recommendations in this document guide Planning Board members, applicants, and residents about the design of sites, buildings, and best practices for development in this Corridor.

Members of the Planning Board may use this document to guide their discussion of applications requiring site plan review or special permits. These guidelines can also serve as best practices for by-right uses promoted in the Corridor by the Town. Applicants may also use these guidelines prior to submittal to guide the initial design and layout of new and renovated buildings, additions to buildings, or rehabilitation of storefronts.

# 4

## CONTEXT

The Route 202/33 corridor is a vital connector between Granby and Chicopee, encompassing a diverse range of residential, commercial, and recreational spaces and linking those spaces to abutting neighborhoods. The goal of the recent rezoning initiatives is to establish a distinct identity for this corridor, differentiating it from neighboring communities by promoting a balanced mix of uses and enhancing the area’s architectural character.



## A. NATURAL ENVIRONMENT

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### Location of natural and recreational features

The corridor is surrounded by several green spaces and conservation areas, such as Buttery Brook Park, the Stony Brook conservation area, and the Leaping Well reservoir. These assets provide recreational opportunities and contribute to the ecological health of the region. They also provide an opportunities to connect residents to a broader network of recreational areas.

### Identification of areas and features to be protected.

Preservation efforts focus on maintaining the integrity of existing green spaces and protecting sensitive ecological areas from overdevelopment. These Design Guidelines advocate for incorporating low-impact stormwater management techniques, such as rain gardens and permeable pavements, to reduce the environmental impact of stormwater runoff on these critical resources. By integrating the importance of natural features into the planning process, the town will require future development to enhance the corridor's livability and resilience.

## B. BUILT ENVIRONMENT



### Relationship to existing buildings and uses

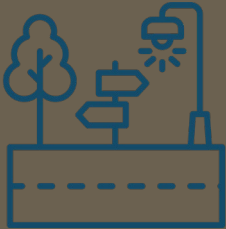
The corridor features a blend of single-family homes, small businesses, and larger commercial establishments. Zoning changes adopted on **ADD DATE HERE** introduced a residential core flanked by mixed-use zones, encouraging future buildings that integrate residential and commercial functions while maintaining the area's traditional scale. Design guidelines emphasize compatibility with existing structures, advocating for architectural diversity that respects the established neighborhood context.



### Relationship to existing setbacks and access

Existing setbacks along the corridor vary, reflecting the area's incremental development. New guidelines recommend aligning setbacks of new construction with adjacent buildings to preserve a cohesive streetscape. Guidelines for pedestrian and vehicular access-focus on enhancing pedestrian and bicycle connectivity, with suggestions to MassDOT for proposals for improved sidewalks and traffic calming measures to ensure safe and convenient movement throughout the corridor, which is a state-owned road.

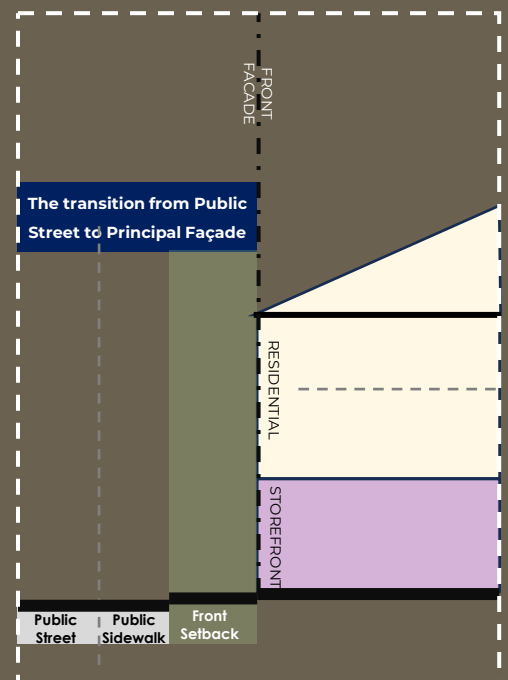




## TRANSITION ZONE

The transition zone is the area between public streets/ sidewalks and private property, such as the building entrances. This space includes front yards, walkways, porches, fencing, landscaping, and other elements that mediate between public and private life. They serve as the setting for daily activities, interaction, and movement.

1. Connections
2. Use of Front Yard
3. Tree Canopy
4. Public Streetscape



## 1. CONNECTIONS



### ENCOURAGE

- Design wide, well-marked sidewalks that connect buildings, transit, and public spaces.
- Add routes that are continuous, accessible, and free from obstruction.
- Install clear signage, lighting, and crosswalks to guide pedestrians safely.
- Add walkways that connect building entrances to bike paths and nearby neighborhoods.
- Prioritize shared driveways and rear lot access, including walkways, to serve as informal community connectors and gathering spots.



**Consistent material. Clearly defined edges and entrances to businesses are distinctly identified.**



### DISCOURAGE

- Gaps in sidewalks or paths that break the flow of pedestrian movement.
- Materials that are slippery, uneven, or difficult for strollers and wheelchairs.
- Driveways or loading zones that disrupt pedestrian and bicycle routes.
- Walkways blocked by poles, signs, or street furniture.



**Broken sidewalks and unmarked curb cuts make intersections between pedestrians and cars unsafe.**

**Overgrown edges narrow the width of the sidewalk, making it difficult for more than one person to walk.**

## 2. USE OF FRONT YARD

### ▲ ENCOURAGE

- Use landscaping, planters, or seating to make the front yard feel welcoming to pedestrians accessing the property.
- Design clear, direct paths from the sidewalk to the building entrance.
- Include elements like low fences, porches, or stoops that mark the transition from public to private or are integrated with the façade and entrance.
- Keep views into storefronts or ground-floor uses open and inviting.



**Change of materials from walkways to places to stay.**  
**Planters and seating for a welcoming area.**

### ■ DISCOURAGE

- Tall fences, walls, parked cars, or dense plantings that block views from the street.
- Parking, dumpsters, or large utility boxes directly in the front yard.
- Unconnected areas of grass that lack purpose or visual interest.
- Clutter, excessive signage, or unrelated elements that disrupt the space.



**Parked cars block the public sidewalk.**

### 3. TREE CANOPY

#### ENCOURAGE

- Plant or retain street trees that provide shade for sidewalks and access to the building.
- Use at least 70% of native or climate-appropriate tree species that are easy to maintain.
- Space diverse species of trees evenly to create a consistent, vibrant canopy along the street.
- Protect existing healthy trees during construction and site work. Follow tree protection standards established in the ANSI A300 Tree Care Standards.
- Landscaping within all parking areas to enhance visual appeal and reduce heat and stormwater impacts.
- Consulting with the Tree Committee to incorporate best practices into projects.

#### DISCOURAGE

- Removal of mature trees unless they are diseased, dangerous, or there is no other option.
- Planting trees that are too small to provide meaningful shade.
- Installation of trees on the Massachusetts Prohibited Plant List.
- Blocking signs or windows with poorly placed tree plantings.
- Tree species that are invasive or prone to disease.



**Trees with higher canopies provide shade to pedestrians but still provide visibility for storefronts.**



**Crucial signs are blocked by overgrown and poorly maintained foliage. Sidewalks with no shade make walking on a hot day difficult for pedestrians.**

## 4. PUBLIC STREETSCAPE

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The Route 202/33 Corridor is owned and maintained by the Massachusetts Department of Transportation (MassDOT). As such, the Town of South Hadley acknowledges that its authority over certain aspects of the roadway, particularly those within the public right of way, is limited. Elements such as crosswalks, sidewalk placements, signage, and overall road configuration fall under MassDOT's jurisdiction and may not be directly influenced by the Town.

However, given the importance of this corridor as a gateway and economic center for the community, the Town seeks to establish the following guidelines for any future collaborations with the MassDOT should they undertake modifications, reconstructions, or enhancements along this corridor.

- Sidewalks should be 5 to 6 feet wide in mixed-use areas and at least 3 to 4 feet wide in residential-only areas.
- Transitions between sidewalks and private property should be seamless, and materials like brick, stone, or plantings should soften edges.
- The sidewalk should be continuous across the driveway in both material and grade.

## 4. PUBLIC STREETSCAPE

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- Crosswalks should be marked clearly, with curb extensions or pedestrian islands at wider crossings. They should always have a ramp to allow for the transition from the crosswalk level to the street level. Pedestrian-operated lights at crosswalks are strongly encouraged.
- Design mid-block crossings with high-visibility markings, curb ramps, and traffic-calming elements where appropriate to safely connect key pedestrian destinations.
- Encourage planting strips or tree lawns between the sidewalk and the curb for stormwater benefits and visual interest.
- Lighting fixtures should be low-scale (pedestrian height) and designed with minimal glare.
- Street furniture, if used, should be consistent in style and modest in quantity.
- Drainage swales and bioswales are preferred over storm drains where feasible.
- Public-facing utilities should be screened or placed underground where possible.
- Encourage planting or pollinator gardens or edible plants along pathways as community initiatives.



## SITE DESIGN

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Site design refers to the layout and organization of the development program within its parcel. This includes the placement of buildings, driveways, parking areas, lighting, signage, open spaces, and landscaping. Good site design promotes accessibility, safety, and visual coherence while respecting the surrounding context and natural features.

1. Circulation and Access
2. Stormwater Management
3. Trash Management
4. Mechanicals
5. Lighting
6. Signage
7. Buffers

## 1. CIRCULATION AND ACCESS

### ENCOURAGE

- Place driveway entrances on side streets or alleys to reduce traffic conflicts.
- Limit the number of curb cuts to a single access point wherever possible to enhance pedestrian safety, ensure a continuous sidewalk experience, streamline traffic circulation, reduce traffic backups, minimize excessive pavement, and support a more cohesive streetscape.
- Extend the sidewalk across the driveway using the same material and grade.
- Locate parking areas behind or beside buildings, not in front.
- Share driveways and parking lots between uses to reduce pavement and improve efficiency.
- Place mixed-use buildings close to the street, using the minimum setback where feasible to enhance walkability and prevent undefined or inactive front spaces.



Yellow arrows indicate entrances to back alleys for parking.

**Businesses with alley or side parking show how moving driveways/ circulation off the primary street makes pedestrians safer and more welcoming.**

### DISCOURAGE

- Wide or multiple driveways that interrupt pedestrian flow or streetscape.
- Off-street parking lots directly between the building and the street.
- Driveway entrances too close to intersections or crosswalks.
- Large, unshaded surface lots that dominate the site.



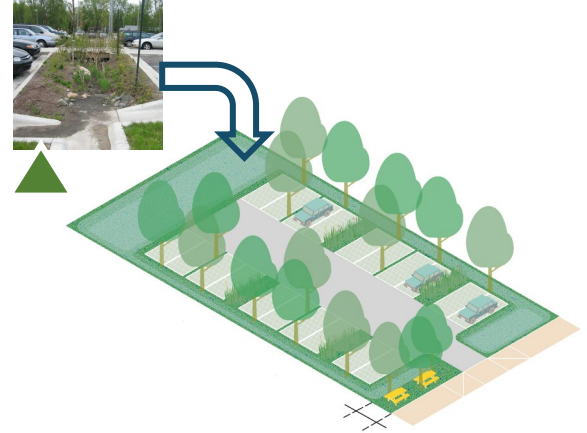
**Discourage parking lots in the front. Parking lots should be placed behind the buildings.**

# 6 SITE DESIGN

## 2. STORMWATER MANAGEMENT

### ENCOURAGE

- Use rain gardens, swales, or permeable paving to reduce runoff.
- Incorporate green infrastructure that manages water close to where it falls.
- Design drainage systems that also enhance landscaping and public space.
- Install green roofs on mixed-use buildings to reduce runoff and insulate structures.



Plan for incorporating green infrastructure.

### DISCOURAGE

- Direct stormwater run-off into the street without treatment.
- Large areas of impervious pavement without any stormwater capture, treatment and infiltration.
- Neglecting drainage in areas prone to pooling or erosion.



Discourage large swathes of impervious surfaces.

### 3. TRASH MANAGEMENT

#### ▲ ENCOURAGE

- Screen trash bins with fencing, walls, or landscaping with materials and designs that complement the building design.
- Locate bins away from public entrances and sidewalks.
- Create separate areas for recycling and composting where possible.
- Combine trash cans for multiple tenants to help minimize visual and functional disruption.
- Cover and secure enclosures to control odor, pest issues, and wind-blown dispersal of trash.



**Dumpster hidden from pedestrian view by hedges.**

#### ■ DISCOURAGE

- Overflowing or poorly maintained trash cans.
- Blocking walkways or parking areas with waste containers.



**Unscreened dumpsters create an eyesore.**

## 4. MECHANICALS

### ▲ ENCOURAGE

- Place mechanical equipment in less visible locations like rooftops and rear yards. Add screening or set roof mechanicals back so they are not visible from the street.
- Screen ground-mounted equipment with walls, fencing, or plantings.
- Use consistent and compact utility enclosures that blend with the building.



**Screened rooftop mechanicals not visible from the street. Screening is incorporated into the design of the façade.**

### ■ DISCOURAGE

- Placing equipment directly on the front facades or near entrances.
- Noise or exhaust impacts on neighboring properties or public areas.



**Exposed mechanicals clutter the façade and do not address noise from operations.**

## 5. LIGHTING

 ENCOURAGE

- Use pedestrian-scale lighting along walkways and entrances.
- Add warm, low-glare fixtures that match the district's character.
- Light key areas for safety, like alleys, sidewalks, and parking, with the minimum amount of light required.
- Coordinate lighting with public realm elements to create cohesive zones.
- Use motion sensors and timers to conserve energy and Dark Sky-approved fixtures to reduce light pollution.



**Pedestrian Scale Lighting.**  
Downward-facing lights illuminate the storefront and reduce light pollution.

 DISCOURAGE

- Harsh, overly bright, or mismatched lighting types.
- Light-spill or glare into neighboring homes or the night sky.
- Tall highway-style lights in walkable mixed-use areas.



**Exposed mechanicals clutter the façade and do not address noise from operations.**

## 6. SIGNAGE

### ENCOURAGE

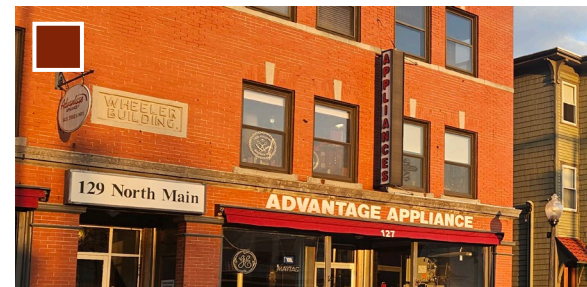
- Use signs that are scaled to pedestrians and complement the building design.
- Select materials and fonts that are clear, durable, and appropriate to the district.
- Integrate signs into storefronts or awnings without covering key features.
- **Compliance with Zoning Bylaw 255-85 is required.**



Well-lit signs are incorporated into the building design.  
Signs that complement the building and are pedestrian-scaled.

### DISCOURAGE

- Large, backlit box signs or those that block windows.
- Flashing or overly busy signs that distract from the streetscape.
- Placing too many signs on a single frontage.



Mismatched signs and styles create visual chaos.

## 7. BUFFERS

### ENCOURAGE

- Use landscaping, fencing, or changes in grade to create buffers between uses.
- Add vegetated buffers around parking lots and loading areas.
- Buffers that are consistent with nearby development.
- Use native or adapted, non-invasive species.



See-through fencing with hedges provides a buffer but allows for a comfortable pedestrian environment.

### DISCOURAGE

- Blank walls, large paved areas, or exposed service zones facing neighbors.
- Using only tall fences without greenery or design considerations.
- Placing uses with different noise levels adjacent to each other without visual and noise screening.
- Installation of plants on the Massachusetts Prohibited Plant List.



Long blank fence acts as a blank wall next to the sidewalks.



## **BUILDING DESIGN**

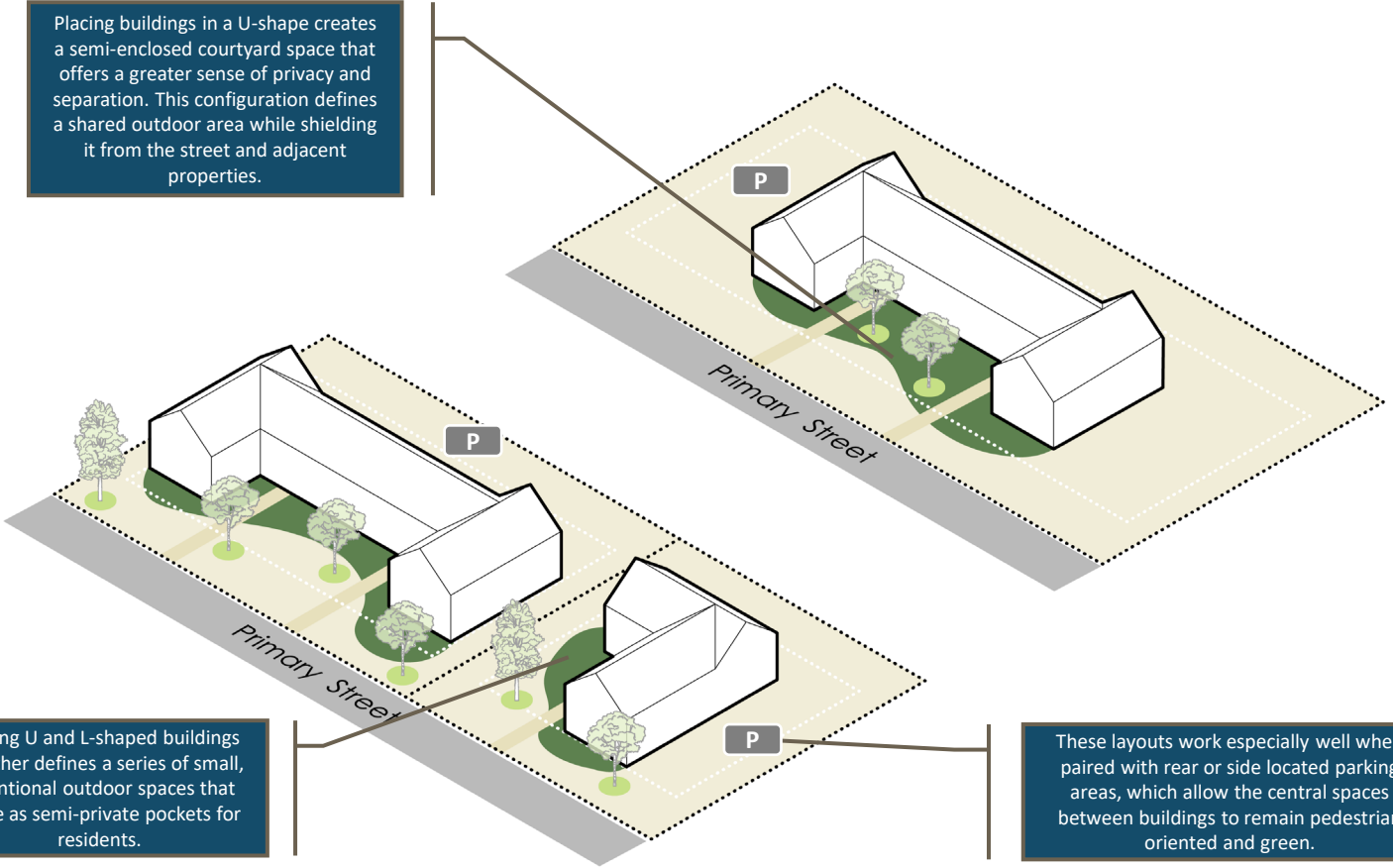
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Building design encompasses the form, scale, massing, style, materials, and detailing of the structures. It addresses how buildings, entrances and storefronts relate to the street, to each other, and to the character of the district.

1. Residential 1-3 Family
2. Cluster Cottage Development
3. Multi-Family
4. Mixed Use

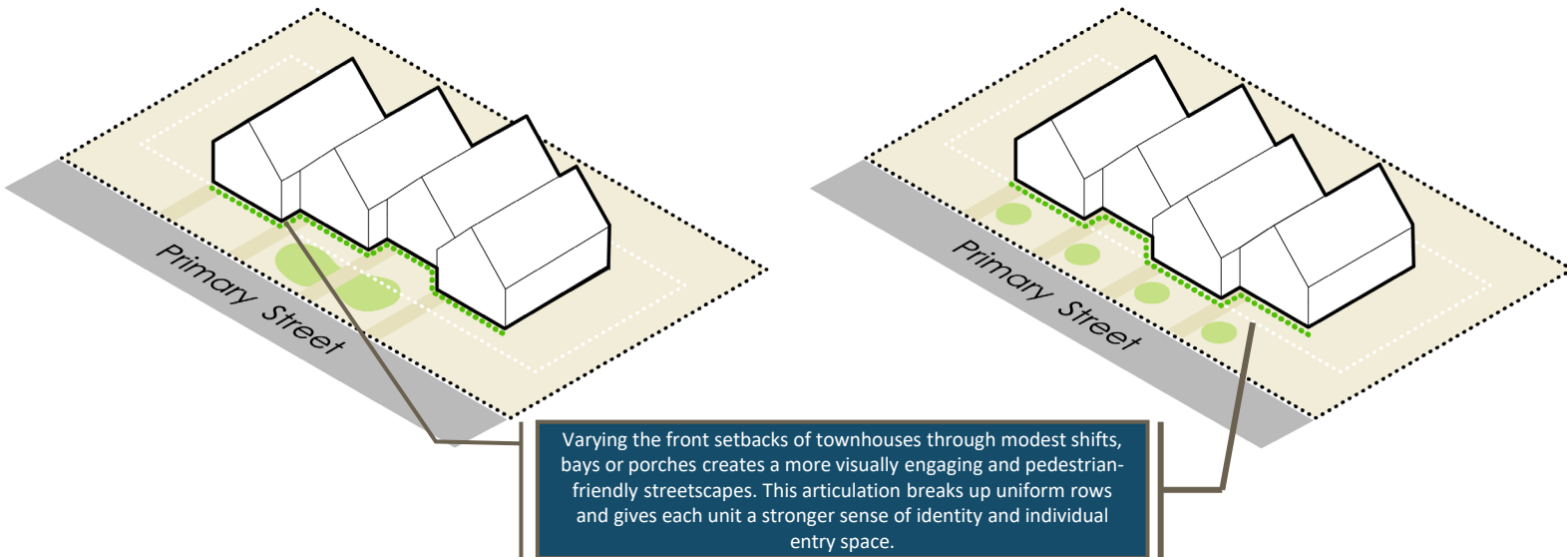
## 1. RESIDENTIAL 1-3 FAMILY

Placing buildings in a U-shape creates a semi-enclosed courtyard space that offers a greater sense of privacy and separation. This configuration defines a shared outdoor area while shielding it from the street and adjacent properties.



Placing U and L-shaped buildings together defines a series of small, intentional outdoor spaces that serve as semi-private pockets for residents.

These layouts work especially well when paired with rear or side located parking areas, which allow the central spaces between buildings to remain pedestrian oriented and green.



Varying the front setbacks of townhouses through modest shifts, bays or porches creates a more visually engaging and pedestrian-friendly streetscapes. This articulation breaks up uniform rows and gives each unit a stronger sense of identity and individual entry space.

## 1. RESIDENTIAL 1-3 FAMILY

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### A. BUILDING MASSING AND SCALE

#### ENCOURAGE

- Homes that are scaled appropriately to the lot and neighborhood, with modest footprints and roof heights.
- Use of architectural features such as porches, dormers, and bays to break up larger façades and create variety.

#### DISCOURAGE

- Oversized homes that fill the lot and overwhelm neighboring houses.
- Long, flat façades with little or no variation in depth or form.

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### B. ROOF ELEMENTS

#### ENCOURAGE

- Use of pitched roofs (gable, hip) with slopes in the 7:12 to 12:12 range to reflect traditional New England styles.
- Character-enhancing roof features such as dormers, chimneys, or cupolas that fit the building's scale and form.
- Integration of solar panels flush with the roofline to reduce visual clutter.

#### DISCOURAGE

- Flat or low-sloped roofs that conflict with the prevailing neighborhood character.
- Roof elements that are oversized, out of proportion, or stylistically inconsistent.

## 1. RESIDENTIAL 1-3 FAMILY

### C. ADDITIONS

#### ENCOURAGE

- Additions that are clearly secondary to the main structure and located at the side or rear when feasible.
- Continuity in rooflines, window styles, and materials to ensure a seamless appearance.



The addition is secondary to the main structure and similar style.

#### DISCOURAGE

- Additions that dominate the original structure or disrupt the building's massing.
- Use of mismatched materials or forms that appear disconnected from the original house.

### D. FAÇADE TREATMENTS

#### ENCOURAGE

- Front porches, stoops, or small entry projections that provide a clear, welcoming entrance and visual rhythm.
- Trim, brackets, and other traditional detailing to enhance curb appeal and reflect local character.

#### DISCOURAGE

- Featureless façades that lack depth or human-scale detail.
- Overly large or under-defined entryways that do not relate to the scale of the home.

**1. RESIDENTIAL 1-3 FAMILY****E. WINDOWS AND DOORS** **ENCOURAGE**

- Vertically oriented windows, evenly spaced to create a sense of order and balance.
- Entry doors framed with sidelights, transoms, or simple overhangs to create definition.

 **DISCOURAGE**

- Blank walls with minimal or irregularly placed windows.
- Oversized, out-of-place windows or commercial-style glazing in residential settings.

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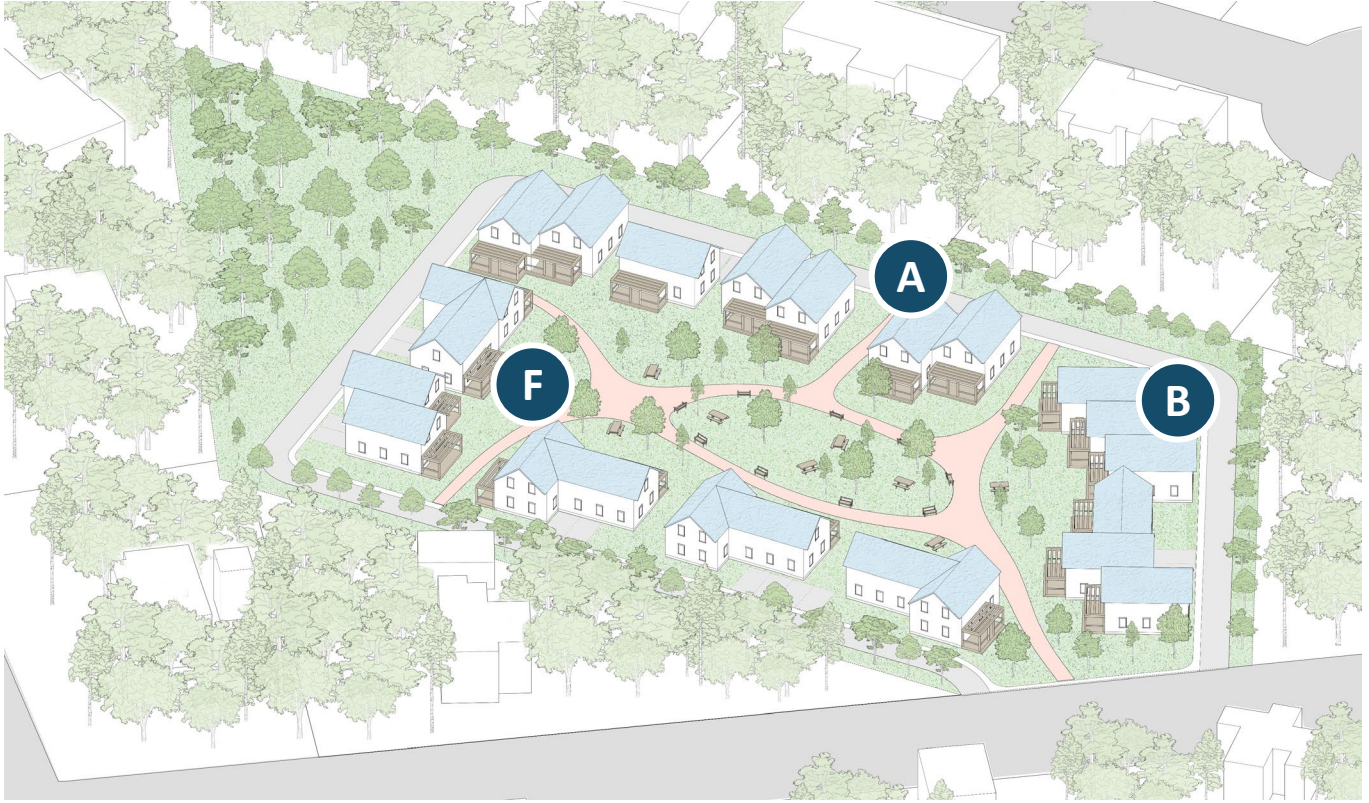
**F. ORIENTATION (DUPLEXES AND TRIPLEXES)** **ENCOURAGE**

- Orient duplexes and triplexes in ways that define shared outdoor space and frame the street—such as angled units, L-shapes, or courtyard groupings.
- Vary building alignments within a group to reduce repetitiveness and enhance neighborhood character.
- Ensure front entries face the public street or common space to promote safety and social interaction.

 **DISCOURAGE**

- Repetitive, side-by-side unit layouts that create monotonous street edges.
- Rear-facing or blank side façades that reduce walkability and public realm engagement.

## 2. COTTAGE CLUSTER DEVELOPMENT



## 2. COTTAGE CLUSTER DEVELOPMENT

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### A. BUILDING MASSING AND SCALE

#### ENCOURAGE

- Use modestly scaled cottages arranged in clusters to maintain a low profile and neighborhood compatibility.
- Create visual variety across the cluster through slight differences in building form, orientation, and color palette.
- Keep individual footprints compact to prioritize shared open space and avoid overbuilding the lot.

#### DISCOURAGE

- Uniformly large units or identical building forms repeated across the site.
- Massing that disrupts the surrounding residential scale or overwhelms the site's open space.

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### B. ROOF ELEMENTS

#### ENCOURAGE

- Use gabled or hipped roofs with moderate slopes (6:12 to 10:12) to reflect regional vernacular styles.
- Incorporate dormers or roofline changes to add variation and break up massing.
- Allow solar panels but integrate them with the roofline to avoid visual clutter.

#### DISCOURAGE

- Flat roofs or overly complex rooflines inconsistent with the simple character of cottage forms.
- Oversized dormers or roof features out of proportion with the structure.

## 2. COTTAGE CLUSTER DEVELOPMENT

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### C. ADDITIONS

#### ENCOURAGE

- Keep additions modest and consistent with the cottage scale—typically rear or side additions that preserve shared space and setbacks.
- Match roof pitch, materials, and detailing to the original cottage design.

#### DISCOURAGE

- Additions that dominate the original cottage or reduce shared open space significantly.
- Incompatible materials or design elements that disrupt the cohesion of the cluster.

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### D. FAÇADE TREATMENTS

#### ENCOURAGE

- Use simple, traditional siding materials such as wood clapboard, fiber cement board, or shingles.
- Highlight entries with porches, stoops, or trellises to define individual units and foster community.
- Apply subtle variation in trim, color, or detailing to distinguish units while maintaining overall harmony.

#### DISCOURAGE

- Featureless façades with minimal architectural detail or variation.
- Use of synthetic or high-gloss materials that detract from the natural and modest appearance of cottages.

**2. COTTAGE CLUSTER DEVELOPMENT****E. WINDOWS AND DOORS** **ENCOURAGE**

- Use vertically oriented windows that are consistent in proportion and placement across the cluster.
- Provide windows on all street- and common-facing elevations to ensure natural surveillance and avoid blank walls.
- Frame doors with modest architectural detail, such as small roofs, trim, or side lights.

 **DISCOURAGE**

- Oversized or inconsistent window placements that disrupt the rhythm of façades.
- Doors that face away from public or shared areas without secondary elements to define them.

**2. COTTAGE CLUSTER DEVELOPMENT****F. ORIENTATION****ENCOURAGE**

- Arrange cottages around a central shared green or courtyard to foster a sense of community and create usable open space.
- Orient units with primary entrances facing the common space, even when located near a public street.
- Where cottages are adjacent to a street, incorporate dual-orientation elements: entries or porches facing the street for public engagement, and strong visual/physical connections to the internal common space.
- Locate parking to the rear or side of the cluster and screen it with landscaping or fencing; avoid placing parking between units and the shared space.

**DISCOURAGE**

- Clusters that place parking or driveways at the center of the site.
- Units that turn their back to either the street or the common space, limiting connectivity or social interaction.

### 3. MULTI FAMILY

#### A. BUILDING MASSING AND SCALE

##### ENCOURAGE

- Align new buildings with the height and footprint of neighboring structures to support a cohesive and walkable streetscape.
- Break up larger buildings with articulated volumes, step-backs, and façade changes to avoid overwhelming mass.
- Design massing that reflects a human scale, especially at ground level.

##### DISCOURAGE

- Buildings that tower over or completely overshadow adjacent homes or buildings.
- Long, uninterrupted façades with no vertical or horizontal variation.



Housing styles like Manor House incorporate multi-unit dwellings with the appropriate neighborhood scale.

#### B. ROOF ELEMENTS

##### ENCOURAGE

- Use pitched or gabled roof forms that reflect South Hadley's traditional building styles.
- Add variety to rooflines (e.g., dormers, stepped heights) to reduce bulk and add visual interest.

##### DISCOURAGE

- Flat, monotonous rooflines with no articulation.
- Oversized or overly complex roofs that conflict with the building's overall scale or context.



Pitched roofs and dormers add visual interest to the roofline and help multi-family buildings blend with surrounding neighborhoods.

### 3. MULTI FAMILY

#### C. ADDITIONS

##### ENCOURAGE

- Design additions to be clearly secondary to the main structure in size and massing.
- Use materials and forms that match or complement the existing building.

##### DISCOURAGE

- Additions that dominate or obscure the original structure.
- Materials or styles that sharply contrast with the primary building in an incompatible way.



**Parking additions match the form and materials of the main buildings to blend seamlessly and avoid drawing visual attention.**

#### D. FAÇADE TREATMENTS

##### ENCOURAGE

- Use high-quality, durable materials like wood, brick, or stone to reflect South Hadley's character.
- Include architectural details—cornices, lintels, trim, etc.—to add depth and richness.
- Break up long façades with bays, setbacks, balconies, or other elements to avoid flatness.
- Ensure the ground floor is pedestrian-friendly, with visible entrances and human-scaled design.

##### DISCOURAGE

- Blank or minimally articulated façades, especially on public-facing sides.
- Large expanses of undifferentiated material without changes in texture, depth, or rhythm.

### 3. MULTI FAMILY

#### E. WINDOWS AND DOORS

##### ENCOURAGE

- Use windows and doors that are well-proportioned, evenly spaced, and consistent with the building's style.
- Include clear glazing at ground level to support visibility and street activity.
- Consider traditional elements like transoms, divided lights, or decorative shutters to enhance architectural quality.

##### DISCOURAGE

- Small, irregular, or mismatched window and door placements that create visual imbalance.
- Opaque glass, mirrored finishes, or blocked-off windows at the street level.



## 4. MIXED USE: SCALE

### ENCOURAGE

- Design buildings to be compatible with the general height and bulk of neighboring structures.
- Step down the height and massing near residential edges or pedestrian spaces.
- Break large buildings into smaller, human-scaled components, using façade articulation (either setting back or bringing forward the façade from the main plane).
- Use materials and detailing, such as cornices and sign bands, to reduce visual bulk..



**Buildings step down near the seating area.**

**Variations in height and setbacks**

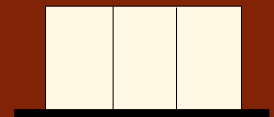


### DISCOURAGE

- Oversize buildings that dominate the street or surroundings.
- Blank, flat walls with no visual break or articulation.
- One-size-fits-all box forms in areas with diverse building types and styles.



**Long blank fence acts as a blank wall next to the sidewalks.**



## 4. MIXED USE: VERTICAL AND HORIZONTAL ELEMENTS

### ENCOURAGE

- Use vertical elements like pilasters or window bays to divide large facades.
- Place awnings above windows or entrances (and between architectural elements such as pilasters) to highlight storefronts and provide shelter.
- Use a clearly defined base, middle, and top to organize the building visually.
- Use a similar three-part scheme for ground-floor storefront or lobby entrances.
- Design sign bands to be consistent in height and placement across multiple storefronts.
- Add strong corner treatments with architectural emphasis to highlight intersections or entries.



Window placement breaks the massing of the top floor.

Material changes between the lower and top floors and the difference between the size of windows provide visual relief.

### DISCOURAGE

- Long flat facades without any breaks or detailing.
- Placing sign bands that cut across architectural details or are otherwise oversized relative to the façade.



A long façade with repetitive features creates visual exhaustion.

## 4. MIXED USE: WINDOWS AND DOORS

### ENCOURAGE

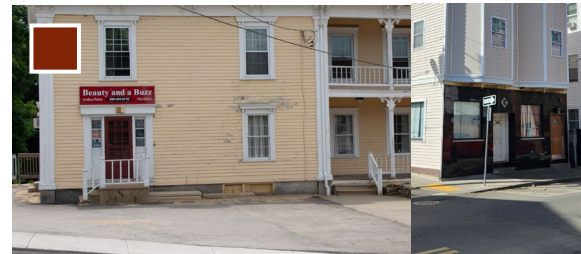
- Place doors and windows where they support visibility and activate the street.
- Use clear transparent glass on ground-floor commercial spaces.
- Align windows and doors with the building structure and proportions.
- Separate the main entrance to residential use from commercial entries for privacy.



Clear transparent glass on the ground floor commercial enhances pedestrian experiences, contributing to an active, inviting streetscape.

### DISCOURAGE

- Mirrored or blacked-out glass on street-facing windows.
- Mismatched window shapes and inconsistent door styles.



Commercial spaces lacking engaging elements appear inactive and unwelcoming.

## 4. MIXED USE: ROOF ELEMENTS

### ENCOURAGE

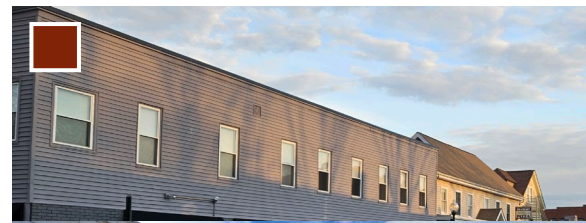
- Design roofs that reflect the character of the district, such as pitched, gabled, or shaped parapets.
- Use rooflines to define building mass and add visual interest.
- Incorporate elements like dormers, cornices, or eaves when appropriate to soften transitions.
- Screen rooftop mechanicals so they are not visible from the street or public way.
- Install solar panels or green roof systems as amenities and sustainability for businesses and residents.



Variation in pitched roofs and the inclusion of dormers creates interest in the rooflines and fit in with residential neighborhoods.

### DISCOURAGE

- Flat roofs with no detailing or architectural treatment.
- Rooftop equipment without visual screening.
- Treatment of rooftops and rooflines as an afterthought to the overall design.

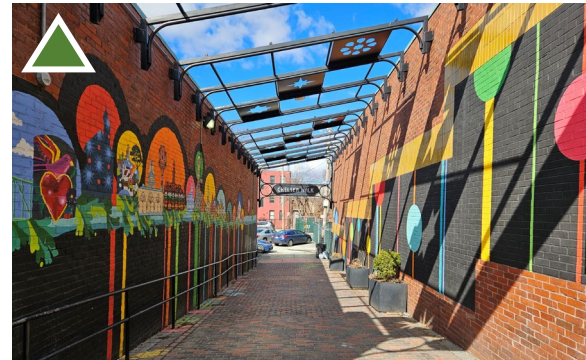


Flat, unbroken rooflines lack visual interest and make buildings appear monotonous.

## 4. MIXED USE: PEDESTRIAN PASS-THROUGHS

### ENCOURAGE

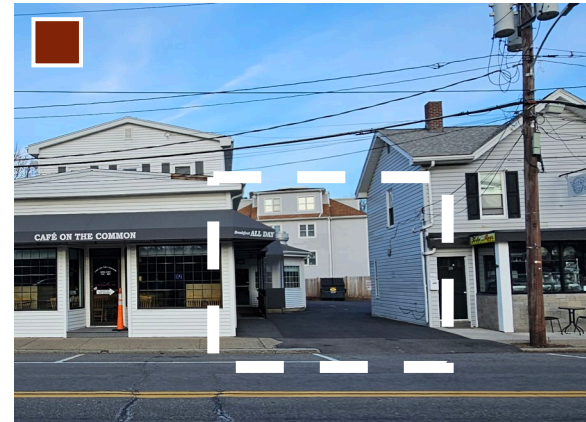
- Use mid-block connections where lots are long or blocks are deep.
- Add murals and public art to enhance the visual appeal and character of the connectors.
- Use pass-throughs as opportunities for pocket plazas or shared outdoor space for residents and patrons.
- Activate pass-throughs with storefronts, entryways, and lighting to ensure comfort and visibility.



**Pedestrian pass-through is enhanced with murals and pavilions, creating a vibrant space for pedestrians..**

### DISCOURAGE

- Service entries and loading access that open into the pedestrian pass-through.
- Dead-end corridors or uninviting cut-throughs with low visibility.
- Inconsistent paving materials between pass-through and other connections.



**A dead-end service alley opens onto the main street, causing confusion about the appropriate use of the space.**

## 4. MIXED USE: FAÇADE TREATMENTS

### ENCOURAGE

- Use different materials to distinguish the commercial base from the residential upper stories.
- Use windows and architectural details on the upper-level facades to reflect the residential use.
- Create highly transparent and inviting ground floor facades and storefronts.



Different materials for commercial and residential uses.  
Highly transparent ground-floor storefront.

### DISCOURAGE

- Low-quality materials that wear quickly or fade over time.
- Reliance on one material for the entire façade.



Faded and chipped materials can make a building appear poorly maintained and diminish its overall quality.

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