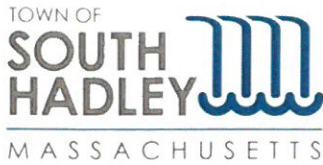


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Newton Street Smart Growth Zoning District DESIGN STANDARDS

(See Section 255-23 of the Zoning Bylaw: <https://ecode360.com/30820792>)

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1. INTRODUCTION

These Design Standards complement the South Hadley Zoning Bylaw's Smart Growth Zoning Districts (see Section 255-33) and establish the design requirements for development within the Newton Street District (hereinafter referred to as 'the District'). These Standards are not to promote uniformity of design, but consistency and compatibility. As the State's 40R District Design Standards Guidebook explains,

"Consistency in design should not be implied as homogeneity or the indiscriminate use of repetitive details. Sometimes the character of adjacent buildings is not one that should necessarily be replicated. In this context, consistency should be understood as a correspondence of massing, scale, and proximity between buildings rather than a repetition of exterior design elements."

All of the figures referenced in the Standards below are provided in Appendix A.

2. PURPOSE

It is understood that carefully crafted Design Standards will result in projects that enhance the visual appearance of the District as well as its livability. Thus, the purposes of the Design Standards are to provide guidance consistent with the State's 40R District Design Standards Guidebooks, so that projects:

- Will ensure that the physical character of development within the Newton Street Smart Growth Zoning District is complementary to nearby buildings and structures;
- Will be consistent with the Town's Housing Production Plan and the Town's current Master Plan, as well as the Town's other applicable plans and policies;
- Will provide for appropriate higher density development consistent with the character of building types, streetscapes, and other features traditionally found on South Hadley's more densely settled areas.

Accordingly, these Design Standards include both binding design standards for compliance and non-binding guiding principles. The Planning Board, acting in its capacity as the Plan Approval Authority, shall use the Design Standards in their review and consideration of development proposals pursuant to the SGZD Bylaw.

Relationship to Vision Statement:

The Planning Board Vision Statement for the Newton Street Smart Growth Zoning District which can be found on the Town's website is reflected in these Standards and Guiding Principles. The Planning Board and project developers should use the Vision Statement (Section 5 below) in assessing how a proposed project is consistent with these Design Standards.

3. APPLICABILITY

These Design Standards apply to all proposed development within the District that is subject to Plan Approval under the provisions of Section 255-23 of the Zoning Bylaws.

3.1 Deviations / Waivers

The Planning Board, at its discretion, can approve minor deviations from the Design Standards if, in its opinion, such deviations contribute more effectively to the Vision articulated in Section 5 or the Guiding Principles articulated in Section 6 than literal compliance with specific requirements.

Applicants should clarify how proposed deviations further the goals of the Town as defined in the Guiding Principles.

3.2 Relationship to Other Codes, Laws, and Regulations

These Design Standards do not exempt applicants from obtaining all required permits and complying with all applicable building codes, laws, and regulations in force.

3.3 Applicant Responsibilities

Applicants shall explain in their request for deviations from the Design Standards how such proposed deviations further the goals of the Town, as defined in the Guiding Principles (Section 6), and how the requested deviation would contribute more effectively than literal compliance with specific requirements to the Vision articulated in Section 5 or the Guiding Principles articulated in Section 6.

4. DEFINITIONS

Definitions in Section 255-23 of the Town of South Hadley Zoning Bylaws apply to these Design Standards. Where referenced, the Primary Commercial Streets in the District shall be Newton Street and Lyman Street.

5. VISION / OBJECTIVES

The overarching vision for the District is to leverage the power of residential and mixed-use development to create a vibrant village center with a traditional New England aesthetic with designs that complement or enhance that aesthetic. This will be an inviting, pedestrian-friendly destination with lively public spaces, where people live, work, play, shop, dine, and engage with others. This is embodied in the 5 key attributes, which developments should embody, as outlined below.

5.1 Walkable, Bikeable Neighborhood

A neighborhood environment with easy access to surrounding streets that is safe for all users, including pedestrians, bikers, strollers, wheelchairs, and people of all ages and abilities.

5.2 Connectivity

Pedestrian, bicycle, and vehicle connectivity with access to public transit.

5.3 Architectural Design Sensitive to the Neighborhood

Visually pleasing architectural design that is sensitive to the surrounding neighborhood and utilizes strategies to minimize the visual impact of taller buildings. Accordingly, developments are to be designed to be compatible with the surrounding area just as the design of the mixed-use Village Commons development at the intersection of Route 47 & Route 116 is compatible with its surroundings.

5.4 Inviting Site and Landscaping

An inviting site development with landscaping that encourages people to use and enjoy the area, with adequate lighting, greenery and trees, open spaces, walkways, seating, and areas suitable for small gatherings.

5.5 Welcoming Storefronts and Signage

Storefronts and signage with an integrated and unified appearance utilizing well designed, high-quality signage for businesses and way-finding create an attractive, welcoming destination.

6. GUIDING PRINCIPLES

“Smart Growth is a principle of land development that creates a range of housing opportunities, emphasizes mixing of land uses, concentrates development into distinctive communities, supports existing communities, provides for transportation choices, streamlines the permitting process, involves stakeholder collaboration, and supports the preservation of open spaces and other natural resource areas.”

—DHCD Guidebook: Creating Design Standards for 40R Districts

6.1 Support Mixed-Use Development

Smart Growth Zoning Districts have historically contained a mix of uses: residential, office, retail, mass-transit, and governmental—that all contribute to the community center character. New mixed-use development should contribute to the overall mix of uses within the district and support the architectural design that marks the District’s identity. New residences, restaurants, and commercial development will bring people to the District to shop, live, work, and engage in civic and cultural activities. Mixed-use development will add to the employment, residential, commercial, and cultural opportunities and enrich the varied societal life of South Hadley. Together, these create the livable and vibrant communities that the Smart Growth District is intended to promote.

6.2 Reinforce Broader Town Goals to Enliven the District

New development and adaptive reuse should enhance the character of the District and its community amenities, including sidewalks, crosswalks, street trees, lighting, and pedestrian-oriented spaces, and it should use these improvements to make connections to open spaces, public buildings, and public transportation.

6.3 Balance Unity and Variety, Create Legibility

These design standards are intended to ensure that new buildings are compatible with the existing community. It is in the Town’s interest to promote variety as well. The creative use of forms, materials, and unique uses that give vitality to the District is encouraged. Legibility of spaces is especially encouraged—a clear definition of public, semi-public, semi-private, and private zones; residential, retail, commercial and public uses; usable open spaces and enclosed building volumes; and vehicular and pedestrian areas.

6.4 Protect and Preserve Historic and Cultural Resources

New development should be compatible with nearby buildings and streetscape patterns. The adaptive reuse of historic buildings is encouraged. New construction should respect the patterns of New England Village construction that have and continue to define the area, including reinforcing the street line by situating buildings next to the sidewalk in commercial/residential areas, and creating an intimately scaled rhythm of façade features.

6.5 Promote Sustainable Development

Sustainable construction techniques and materials should be incorporated in new construction in the District. Renovation of existing buildings should seek to improve energy efficiency within the building. Water conservation and energy efficiency should be a central goal in the selection of building components and building systems.

7. BUILDING DESIGN STANDARDS

7.1 Massing

7.1.1 Pedestrian Scale

Developments are intended to reflect the importance of human interaction by respecting that the ground level is the pedestrian level. Accordingly, blank walls are to be avoided through the use of windows, trellises, material changes, arcades, or other features that increase visual interest for people on the street. Similarly, pedestrian-scaled lighting is to be utilized wherever possible and appropriate (such as, locations where regular and necessary pedestrian traffic can reasonably be anticipated based on the site plan and arrangement of the uses).

7.1.2 Front Façade Setback

To reinforce the street line, buildings located within 100 feet of a street shall have a minimum

of 60% of front façades at ground level located at the minimum setback line (see Figure 7.1.2). When the space between the façade and setback line is specifically designed for pedestrian uses such as outdoor dining, the maximum setback shall be permitted. Setback portions of the front façade at ground level are encouraged to articulate entries and provide variety.

7.1.3 Building Step-Back Requirements

The front and rear facades of four story buildings shall step back a minimum of five (5) feet from the primary building face at either the second or fourth floor levels over 50% of their length (see Figure 7.1.3). In lieu of a building step back at upper levels, applicants may offer alternative strategies for scaling the building height to the pedestrian while also protecting the privacy of nearby residential properties—particularly those with buildings of 2 stories or less in height. One alternative strategy would include siting the buildings such that all facades facing abutting 2 story residential buildings do not exceed a height of a one-to-one line (45 degrees), projected from the property line.

Where buildings abut a residential district, the side yard step back shall be such that the maximum building envelope is bounded by a line, projected from the property line, at a 1-to-2 ratio (63.4°).

See **Appendix B** for a current map of the underlying zoning districts applicable to the District and the abutting properties. Section 255-23 of the Zoning Bylaw can be found on the Town website at: <https://ecode360.com/30052807>.

7.1.4 Mixed-Use Buildings Shall Use Proportions to Convey Building Uses

A dominant horizontality for commercial and a dominant verticality for residential gives legibility to building uses (see Figure 7.1.4).

7.1.5 Spaces for Special Functions

Spaces with public significance such as theaters, educational uses, and exhibition spaces shall be differentiated in form to articulate their role in the District environment.

7.2 Appearance

7.2.1 Projecting and Recessed Elements

Projecting bays, recesses, and cornices are encouraged at all floor levels to define proportions noted above. Building facades over 40 feet in length are required to have a change in plane articulated by projecting or recessed bays, balconies, or setbacks.

7.2.2 Horizontal Elements

Horizontal elements such as belt courses, projecting cornices, canopies, and stepbacks should be combined with vertical elements such as recesses, projecting bays, parapets, and vertically aligned windows, to create facades that may evoke but do not imitate the historic buildings of the District. Projected elements (such as overhead signs, decorative light fixtures,

architectural design features, etc.) of 2 feet and less may be located within the setback areas. Projections into the public right-of-way shall comply with the requirements of the Massachusetts State Building Code 780 CMR.

7.2.3 Façade Elements on All Visible Sides

Façade elements shall continue around to all sides of buildings visible from the street and other adjoining/nearby public spaces. Elements can be simplified at the rear of the buildings to clarify a front/back hierarchy.

7.2.4 Roof Views

Rooftop mechanical equipment shall be set back from building facades so that it is not visible from street views, screened from view behind parapets, or enclosed within architectural elements designed as an integral part of the architecture to complement the building’s mass and appearance (see Figure 7.2.4).

Screening elements shall incorporate sound control devices or construction that mitigates equipment noise. Roofs shall not be visible from street views, except that mansard roofs may be used at the top floor of three- or four-story buildings. For any buildings, visible roofs shall not exceed walls in their respective visible proportions from street views.

7.2.5 Façades with Architectural Significance

Existing building façades with architectural significance are to be incorporated into new construction whenever feasible. Protected buildings can be changed only with the approval of the South Hadley Historic Commission. To this end, since any applications involving such protected buildings shall be submitted to the Commission for review, applicants are encouraged to consult with the Commission early in the design of a project involving such a building.

7.2.6 Franchise Architecture

Distinctive building design that is trademarked or identified with a particular chain or corporation and is generic in nature shall be minimized in the District. To maintain the unique character of the District, buildings, shall not be branded using an architectural style of a company—if the Planning Board determines that such style is out of character with the District.

The Planning Board will utilize the South Hadley Design Assessment Report prepared by UMass Landscape Architecture and Regional Planning program and the Architecture and Design Program for guidance in determining the District’s architectural character (see report at the following link: <https://www.southhadley.org/DocumentCenter/View/403/South-Hadley-Design-Assessment-Report-by-UMass-2014-PDF>). The area encompassing the District is specifically address on pages 40-45 of the 2014 report. However, the Planning Board will use the report in its entirety as appropriate.

The Board will also consider the assessment of the land use character of the area as stated in the current South Hadley Master Plan's Land Use and Community Design Chapter. The 2010 Master Plan is can be found at the following link:

<https://www.southhadley.org/227/Adopted-Endorsed-2010-Master-Plan>

As the Town develops updated Design Assessment Reports and an updated Master Plan, the Board shall consider the updated reports as they address the District.

The Planning Board may allow franchises or national/regional chains may to adapt their architectural style to follow these Design Standards, to create a building that is compatible with the District

7.3 Entries

7.3.1 Clearly Articulated Entries

Entries are to be clearly articulated with projecting canopies or recesses, for convenience, way-finding, and to activate the street front and pedestrian spaces (see Figure 7.3.1). Residential and commercial entries shall be separated as required in the District Bylaw.

7.3.2 Ground Floor Retail and Commercial Entries

Retail and commercial entries will face a public sidewalk and are to be primarily transparent to reinforce the public nature of the ground floor uses, and they are to be flanked by primarily transparent façade elements to reinforce this perception (see Figures 7.3.1 and 7.4.1).

7.3.3 Entry Lighting and Signage

Lighting and signage shall be integrated into the entry design to reinforce the public nature of the entry.

7.3.4 Entries to Upper Floors

Entries to upper floor residential and commercial uses are encouraged on commercial streets, but shall not interrupt the perceived continuity of the commercial streetscape (see Figure 7.4.1).

7.4 Fenestration

7.4.1 Fenestration to Visually Reinforce Building Uses

Fenestration shall reinforce the dominant horizontality for commercial uses and a dominant verticality for residential uses to give legibility to different uses. (see Figure 7.4.1)

7.4.2 Ground Floor Commercial and Retail Windows

Ground floor commercial and retail uses shall be a minimum of 60% glass. The view into the first floor commercial or retail windows shall be maintained with a view that extends into the sales floor or seating area. View windows shall not be obstructed; merchandise displays shall not include full-height backdrops that block views to the interior commercial/retail space.

Transom windows above view windows and doors are encouraged. Upper floor residential and commercial uses shall have relatively less glass area to emphasize the public nature of the street front uses. Glass shall be clear, or reflective only to the extent that such reflectivity reduces interior heat. Mirror glass is not permitted.

No appliques or other such deliberate screening shall be permitted. Signage on glass shall conform to the provisions of Section 9.

7.4.3 Protecting and Defining Ground Floor Fenestration

Protecting ground floor fenestration and defining commercial street fronts with overhanging awnings or canopies is encouraged. Operable windows and doors onto balconies and terraces at upper floor uses are encouraged (see Figure 7.4.3).

7.4.4 Window Placement and Privacy

Placement of windows is to reflect an awareness of the need to protect the privacy of adjoining residential properties as well as the privacy of the proposed development's residents. This is particularly essential for any residential space (or common areas serving residential spaces) located above the second floor.

7.5 Materials

7.5.1 Exterior Finishes

Allowed exterior finishes include, but are not limited to, brick stone, cast stone or other finished masonry, cementitious panels, glass, metal, wood, and cellular PVC trim.

7.5.2 Changes in Materials

Changes in materials are encouraged to reinforce the massing requirements noted above. When change in material or colors occur, they shall articulate the difference between public and private uses, upper floors and lower floors.

7.5.3 Continuity on All Sides

Materials shall continue around to all sides of buildings that are visible from the street or public/parking areas. Elements can be simplified at the rear of buildings to clarify a front/back hierarchy. However, materials visible from nearby residential properties should be of similar character and quality as those visible from the street or other public areas.

Blank façades are not permitted. Changes in material, which are accompanied by a change in plane, vertical and/or horizontal elements shall be used to provide a pedestrian scale in areas where windows and doors are not functionally required.

7.6 Roofs

7.6.1 Building Roof Styles

The District has a variety of roof styles and development within the District is intended to be compatible with the Vision for the District in Section 5 and development in the area.

Accordingly, roofs may be flat or peaked. Peaked roofs shall have an appropriate variety of angularity compatible or consistent with similar buildings in the area.

7.6.1.1 Where flat roofs (defined herein as slopes less than 4:12) are employed, a decorative cornice or parapet shall be employed with multiple shadow lines and horizontal elements that project past the exterior face of the façade.

7.6.2 Above the Third Floor

Consistent with Section 7.1.3 and 7.2.4 above, any building story above the third floor is to be a) contained within a peaked roof which incorporates dormers for windows (similar to the upper levels at the Village Commons) or, b) in the case of a flat roof, be set back from the primary building face as called for in Section 7.1.3 above (see figures 7.1.2, 7.1.3, and 7.6.2).

7.6.4 Snow, Ice, and Rainwater

All roofs shall be designed to shed snow, ice, and rainwater in a manner that does not cause a safety hazard or interfere with pedestrians or vehicles.

7.6.5 Large Roofs

Large roofs must be broken into appropriately scaled masses to avoid large, continuous planes. Where appropriate, roofs will be encouraged to overhang for the purpose of protecting pedestrian activity below.

7.7 Special Setback Requirements

7.7.1 Single Family Dwellings

Where a development abuts the Stonybrook Village Condominium development, the portion of said Stonybrook Village Condominium development which is developed with single-family detached buildings shall be treated as though it were a “parcel with single family dwellings located thereon” as provided for under Section 255-23C(3) of the Zoning Bylaw in regards to the minimum side and rear setbacks of developments abutting a parcel with single family dwellings (see Section 255-23C[3] at: <https://ecode360.com/30820792>).

Also, please see **Appendix C** for a map identifying areas that are anticipated to have these special setback requirements.

7.8 Projections

7.8.1 Building Elements Integrated

Cupolas, dormers, chimneys, and other roof projections (but not signs) integrated into the design are encouraged where they do not appear as being used for adding vertical space to the building. They should be of a size and location which add additional character similar to what is found on other buildings in the District and of similar developments in South Hadley.

7.8.2 Integral Elements

Projecting roof and other elements must be designed as integral parts of the structure and not appear as “floating” or “pasted on.”

7.8.3 Covered Pedestrian Walkways

Covered pedestrian walkways attached to, but which “project” from, a building may be located within the building setback area. This may be allowed by a waiver of the setback requirement by the Planning Board provided the Planning Board finds that the covered walkway would not adversely impact the privacy of adjoining/nearby residences. The waiver may be granted even if the covered walkway is part of a canopy associated with a particular business or building.

8. SITE DESIGN STANDARDS

8.1 Landscaping and Screening

8.1.1 Master Landscaping Plan

Developments are to be landscaped in accordance with a Master Landscaping Plan submitted to and approved by the Planning Board. The Master Landscaping Plan is to reflect compliance with Section 255-23 of the Zoning Bylaw and these Design Standards.

8.1.2 Implementation Timeline

As part of their approval of the Master Landscaping Plan, the Planning Board is to approve a timetable for implementation of the Plan. This timetable may be tied or related to Certificates of Occupancy for various portions of the development.

8.1.3 Screening

The Master Landscaping Plan is to address internal and external landscaping and screening concerns including, but not limited to, provision of privacy of the residents of the proposed development as well as residents of adjoining residential properties.

- a) Of particular importance is providing screening of adjoining and nearby residential properties when the proposed development will have residential dwelling units situated above the second floor.
- b) This screening should be coordinated with the placement of windows for such residential dwelling units and common areas in accordance with Section 7.4.4 of these Design Standards.
- c) Placement of trees which have a mature height of 25 to 40 feet might be part of the approach to be taken; however, such planting approaches should not result in elimination of sunlight into the yard space or to any solar collectors associated with the adjoining residential uses.

8.1.4 Green Space, Seating, and Circulation/Connections

The Master Landscaping Plan, integrated with the development's interior circulation plan of sidewalks and plaza space, is to provide for significant green space that encourages its use by connecting to the exterior pedestrian transportation system elements and provides for seating and resting spaces, and other elements.

8.1.5 Street Trees

Providing street trees that continue the planting plan established by the Town of South Hadley is encouraged.

8.1.6 Retail and Other Functions

Landscaping at retail frontages should not interfere with the connection between the sidewalk and interior uses. Landscaping to define commercial entries or outdoor dining areas shall not interfere with the continuity of the sidewalks. Landscaping to define residential entries shall not compete with or overwhelm the continuity of the retail frontages.

8.1.7 Landscaped Parking Areas

Landscaping in parking areas is required—one tree in a minimum 50 square foot planting area for every five cars. Landscaping to buffer parking lots from adjoining residential areas is required. Where a development is integrated into an existing parking lot and the development is to have a relatively substantial open space component resulting in a net reduction in the amount of impervious or nonlandscaped area, planted areas within the development accessible from/to the parking area shall be allowed to be counted towards the requirement of 50 square feet of planting area and one tree for every 5 required parking spaces.

8.1.8 Public Open Space

Landscaping that creates usable public open space, or continues existing public open space, is encouraged, providing it does not interrupt the continuity of retail frontages or disengage buildings from the sidewalk in commercial areas.

8.1.9 Native Species

Wherever possible plantings shall be native species that require minimal irrigation and fertilizer. Planting of invasive species is prohibited.

8.1.10 Existing Healthy Trees

Healthy existing trees with a minimum 6" caliper and large canopy shall be identified on the Concept Plan if such plan is submitted as specified in Section 255-23 of the SGZD Bylaw. If no such Concept Plan is submitted, the proposed development plan shall identify such trees. Proposed development should preserve four of the identified healthy existing trees per acre or one per lot, which is greater. If such trees cannot be preserved, the applicant shall replace the aggregate caliper of such trees which are to be removed.

8.2 Pedestrian Pathways and Plazas

8.2.1 Pedestrian Circulation

Pedestrian circulation is to be designed to connect activity centers without requiring pedestrians to cross parking lots or roads, to the extent reasonably feasible. Accordingly, pedestrian circulation and outdoor spaces are to reflect coordination and be mutually supportive.

8.2.2 New Sidewalks

New sidewalks shall not interrupt the continuity of existing sidewalk materials and dimensions, except where the existing sidewalks are undersized or of inferior materials in which case the new sidewalks shall reflect current standards. However, recessed entries and widened sidewalks devoted to outdoor uses, such as dining, can receive special materials and articulation that give spatial definition to these functions.

8.2.3 Amenities

Amenities that increase the comfort of pedestrian movement along sidewalks, such as lighting, projecting canopies, plantings, and street trees are required.

8.2.4 Entryway Orientation

Buildings should have some entryways oriented toward the pedestrian pathways, usable open spaces and seating areas, plazas, etc.

8.2.5 Well-Designed Public Plazas and Open Spaces

Well-designed publicly accessible plazas provide opportunities for the confluence of commerce and recreation and are therefore, viewed as positive amenities. Accordingly, developments should include outdoor use areas such as green space, plazas, seating areas, and courtyards. Such usable open spaces adjoining sidewalks and buildings that create activated pedestrian areas for dining, farmers markets, etc. are vital and encouraged, especially those in the vicinity of public uses.

8.2.6 Pedestrian Infrastructure Improvements

Improvements to adjacent crosswalks, curbing, and sidewalks are encouraged to accommodate increased pedestrian activity and access by a variety of users associated with new developments.

8.3 Driveways and Parking

8.3.1 Curb Cuts and Continuity

Driveways should not interrupt the continuity of sidewalks and pedestrian spaces. Such interruptions of pedestrian circulation shall be minimized. Curb cuts shall be located away from the primary commercial streets whenever possible, preferably on side streets and alleys.

8.3.2 Parking Lot Placement

Parking lots shall not face primary streets. To the extent possible, parking lots shall not be

located in front of buildings; however, where existing buildings and other developments are situated between the proposed development and the primary street, the Planning Board is to consider whether the existing development sufficiently screens the parking lot from view from the primary street and may waive this requirement if it is sufficiently screened. Whenever possible parking areas should be located behind buildings.

8.3.3 Parking Lot Aggregation

Parking lots behind buildings shall be aggregated across property lines wherever possible to maximize the efficiency of the paved space and minimize the number of curb cuts and driveways.

8.3.4 Below Grade Parking is Encouraged

Below grade parking is encouraged, especially where existing changes in grade make on-grade access possible while allowing economical structuring of buildings above. Ramping must be incorporated within the building envelope or below grade.

8.3.5 Parking Screened from Abutting Residential Lots

Parking areas that abut lots/residences in residential districts shall be screened from view by fencing, planting, or both and conform to landscaping requirements in Section 8.1 above.

8.3.6 Shared Parking Plans

Where shared parking plans are incorporated into proposed developments, they are to be developed in cooperation with the Town of South Hadley and shall be compatible with the Vision and Guiding Principles stated in Sections 5 and 6 above, as well as any relevant Town parking policies.

8.3.7 Pedestrian and Vehicular Safety

All parking areas and driveways must be designed to maximize pedestrian and vehicular safety. No new driveways are to be located within 50 feet of an intersection. To the extent feasible, any existing driveways located within 50 feet of a street intersection are to be closed off.

8.4 Alternative Transportation Facilities

8.4.1 Alternative Modes of Travel

Considering the State's commitments to Complete Streets and reducing Green House Gas Emissions, developments should encourage non-motorized modes of travel to the extent feasible. Accordingly, alternative modes of travel (such as pedestrian, bicycle, vehicle sharing, electric vehicles, etc.) are to be accommodated and encouraged where feasible. Measures such as integrating a development's access points into existing or planned pedestrian paths (trails and sidewalks) and providing electric vehicle charging stations two examples of how such alternative modes of travel can be encouraged.

8.4.2 Bike Racks

Developments must provide externally located bicycle racks that are easily accessible from pedestrian pathways and plaza spaces.

8.4.3 Bike Storage

Developments should provide covered, protected, and secure bike storage.

8.4.4 Bus Stops and Shelters

Bus stops and shelters should be provided unless reasonably available.

8.5 Lighting

8.5.1 Façade and Architectural Lighting

Façade lighting and architectural lighting shall articulate building uses and entries, and reinforce the public nature of the sidewalk and building frontage.

8.5.2 Lighting Street Fronts

Lighting along street fronts shall reinforce rather than compete with the continuity of the Town’s street lighting. If the sidewalk includes street trees, streetlights shall be located between the trees so that the tree canopy does not interfere with illumination coverage.

8.5.3 Lighting in Parking and Side/Rear Building Areas

Lighting in parking areas and at the side and rear of buildings abutting adjoining properties shall be designed to cut off light at the property line, to the extent reasonably feasible.

8.5.4 Public Safety

Lighting should contribute to public safety by lighting entries, exits, and adjacent open spaces.

8.5.5 Signage

Lighting incorporated into signage or illuminated signage, must conform with Section 9.5 below.

8.5.6 Dark Skies Standards

All lighting shall be oriented downward and otherwise conform to “dark skies” standards. Uplighting is permitted to light a primary entrance when the light fixture is mounted under an architectural element (e.g. roof, cornice, walkway, entryway, or overhanging non-translucent eaves) so that the up light is captured.

8.5.7 Prohibited Lighting

Prohibited lighting includes neon or other edge-glowing sources, mercury vapor, low-pressure sodium, high pressure sodium, searchlights, and flashing or changing light sources.

8.6 Utility Areas and Utilities

8.6.1 Placement

Loading docks, dumpsters, mechanical equipment and utility meters shall be located at the rear or side of buildings where they are not visible from primary commercial streets and do not interrupt the continuity of the sidewalk and building façades, However, mechanical equipment may also be located on the building roof, provided it conforms to Section 7.2.4 above.

8.6.2 Screening

When loading docks, dumpsters, and mechanical equipment cannot be located within buildings they shall be screened by elements compatible with the architecture of the building.

8.6.3 Shared Elements

Where possible and feasible, shared loading areas, dumpsters, and mechanical equipment shall be incorporated into the design.

8.6.4 No Above Ground Utility Lines

No above ground electrical lines or utility cables will be permitted.

8.6.5 Buried Utility Line Requirement

Burial of overhead utility lines, adjacent to new development will be required.

8.6.6 Noise Mitigation and Screening

Screening of compressor banks, etc. is to be provided to mitigate the impact of noise and potential unsightly appearance.

8.7 Drainage and Storm Water Management

8.7.1 BMP/LID Measures and Goals

Storm water management systems shall incorporate Best Management Practices (BMP) as prescribed by the Massachusetts Department of Environmental Protection, in addition to employing Low Impact Development (LID) strategies. BMP/LIC means and methods should be carefully integrated within the site design approach with a goal of decentralizing storm water management systems to the greatest extent practical and minimizing environmental impact of new development. The specific goals of the BMP/LID measures should be mitigation of post-development downstream impacts and achieving the highest level of water quality for all storm water runoff.

8.7.2 System Design

Systems and the designed approach for storm water management should include elements such as infiltration chambers, landscaped swales, vegetated rain gardens, infiltration trenches, drywells, permeable pavements, and other runoff-controlling features that in combination serve to achieve BMP/LID goals.

8.7.3 Storm Water Operations and Maintenance Plan

A Storm Water Operations and Maintenance Plan shall be submitted *at the time of application* for all development projects to ensure compliance with the Bylaw. The Plan shall include a map of the proposed system, specify the parties responsible for the system, easements required, and a schedule for maintenance tasks.

8.7.4 Water Retention/Recovery

All water from roofs and paved areas shall be retained on site, where possible, and recharged into the ground or incorporated into a recovery system for use as on-site irrigation, gray water flushing, etc.

8.7.5 Pervious Elements

Pervious paving is recommended, along with landscaping and pervious landscaped areas.

8.7.6 Grading

Sites shall be graded as necessary to prevent ponding of water.

8.8 Development Maintenance

8.8.1 Sustainable Design and Materials

Design of the development and the selection of materials for use in the site development should reflect a sustainable approach to maintenance.

8.8.2 Snow Plowing Operations

Provisions for snow plowing operations (including temporary snow storage) are to be incorporated into the project plans. Such provisions are to assure that the pedestrian pathways, plazas, etc. as well as other public elements essential to the development are reasonably kept in usable condition.

9. SIGNAGE DESIGN STANDARDS

9.1 Exterior Signs

9.1.1 Address Identification Signs

Signage shall be provided to identify residential and non-residential locations (pursuant to Section 123 of the Town of South Hadley Bylaws). Such signs shall be made of natural materials or have a natural appearance and complement the building's architecture.

9.1.2 Residential Entrance Signs

A residential-only development or the residential component of a mixed-used development project shall be permitted one sign at each principal entrance to the site. The sign shall identify the name and address of the development and shall not exceed 16 square feet.

9.1.3 Commercial Signs

Each retail/commercial storefront may include a primary storefront sign, a storefront cantilevered sign, a display window sign, and an awning, or some combination thereof.

9.1.4 Sign Placement

Signs on buildings should not obstruct elements such as cornices arches, lintels, pediments, windows, pilasters, etc.

9.1.5 Visibility

Signs in the District should be designed to be visible to pedestrians or slow-moving vehicular traffic. Clean and uncluttered signs that utilize negative space to balance the design promote readability and facilitate identification. Wording should be kept to a minimum; logos may be used where appropriate.

9.1.6 Signmaker Labels

No signmaker labels or other identification (including UL label) are permitted on the exposed surfaces of signs, except as may be required by the building code. If required, such labels and other identification shall be in an inconspicuous location.

9.1.7 Awnings

Awnings that are used to provide signage should be standardized by height above grade, type, size, materials, colors, lighting, and method of installation, across the building façade and within the block to the largest extent practical.

9.2 Primary Storefront Signs

9.2.1 Location

Primary storefront signs shall be located within a sign band beginning approximately 8 to 15 feet above the finish floor level. When a tenant/occupant has elevations fronting on different sides of a building, the tenant/occupant may have a primary storefront sign on each façade. Primary storefront signs in multi-tenanted buildings shall be placed within the same sign band. The placement of primary storefront signs on individual buildings shall respect the sign band on adjacent buildings.

9.2.2 Total Sign Area

The total sign area for primary storefront signs shall not contain more than two square feet of sign area for each linear foot of storefront. Sign area shall be calculated by creating a box around the main body of the primary sign. The storefront lease line width multiplied by two equals the maximum sign area in square feet, and may not exceed 75 square feet.

9.3 Storefront Cantilevered Signs

9.3.1 Location

Each commercial/retail tenant will be allowed to construct and install a cantilevered ('blade') sign, installed perpendicular to the building façade, not in excess of eight (8) square feet as

measured on one face of the sign. Any such storefront cantilevered sign shall not count toward the total allowable area of signage on a single façade.

9.3.2 Customer Entrances

One storefront cantilevered sign will be allowed per street level storefront on each elevation of a building with a customer entrance to the business. The sign shall be attached to the tenant storefront at a minimum 8-feet, 6-inches above finish floor level.

9.3.3 Shape

Signs may be of any shape provided it is appropriate and compatible with the storefront design—square, round, elliptical, or other shape. Complex shapes and three-dimensional letters or figures are encouraged.

9.4 Awnings

9.4.1 Appearance

Patterns, graphic images consistent with the architecture and the business, and stripes are encouraged.

9.4.2 Awning Spans

Continuous, uninterrupted awning spans are not permitted. Fixed awnings shall not span numerous bays, windows, or storefronts. The awnings should delineate storefronts on a multi-tenant building.

9.4.3 Pedestrian Walkways

As provided in 7.8.3 above, where an awning is part of a covering over a pedestrian walkway, the Planning Board may allow it to be located within the building setback area.

9.5 Sign Illumination

9.5.1 Residential Disruption

Illumination of signs shall in no way be disruptive to residents of either the development or nearby/abutting residences. Examples of sign illumination which would be deemed disruptive to residents include, but is not limited to, signs illuminating the interior or exterior space of a dwelling unit or the yard space of a nearby residence, sign illumination which is readily visible from nearby residences and operating during night time hours.

9.5.2 Residential Illumination

Signs (nor their lighting source) shall not illuminate adjoining or nearby residential properties or portions of such properties used for residential purposes.

9.5.3 Internal Illumination Limitation

Internally-illuminated signs shall only illuminate the letter or logo of the enterprise/message being promoted.

9.5.4 Glare

Illumination of signs shall not pose a danger to motorists on adjoining or nearby roadways which might arise from glare from the illumination source.

9.5.5 Neon

Illuminated signs shall not incorporate exposed or illuminated neon.

9.5.6 Illumination Area

Internal illumination sources shall not illuminate the background or field of a sign except to the extent that the background or field (due to the shape of the sign area) is clearly a logo of the company or enterprise being identified.

9.5.7 Cantilevered Signs

Each storefront cantilevered sign (inclusive of 'blade' signs) may be illuminated.

9.5.8 Awning Illumination

Internally illuminated awnings are not permitted, except down-lighting that is intended to illuminate the sidewalk may be provided under the awning. All lighting under a canopy shall be cutoff or recessed, with no lens dropping below the horizontal plane of the canopy. The light source shall not illuminate or cause the awning to 'glow'.

9.5.9 Illuminated 'Blade' Signs

Each storefront cantilevered sign may be externally illuminated with two integrated lights (one light on each sign face or panel).

9.5.10 Internally Illuminated Panels

Internally illuminated panels are discouraged, but may be approved by the Planning board if they are deemed appropriate for the setting and conform to the provisions of 9.5.1 through 9.5.6 above.

9.6 Prohibited Sign Types

These sign types are prohibited in the Newton Street SGDZ:

9.6.1 Luminous Plastic Letters

Signs employing luminous plastic letters are prohibited.

9.6.2 Movement/Change, Noise, and Electronics

Signs or lights that move, change, flash, or make noise are prohibited. Such prohibition shall include commercial balloon devices, high-powered searchlights, and signage expressed or portrayed by emitted light, digital display or liquid crystal display. Where permitted, indicators of time or temperature may move.

9.6.3 Box or 'Can' Signs

Box style cabinet signs or 'can' signs are prohibited, whether internally illuminated or not.

9.6.4 Temporary Materials and Stickers/Decals

Signs utilizing paper, cardboard, Styrofoam, stickers or decals hung around, on or behind storefronts, or applied to or located behind the storefront glazing are prohibited.

9.7 Other Signs

9.7.1 Second Story Signage

Signage above the sills of the second story windows shall be confined to painted or applied letters on the window glass, provided that such signs advertise the organizations therein. Signage is not permitted on continuous, horizontal 'curtainwall' type windows in upper stories.

9.7.2 Display Window Signage

Signs on the inside or outside surface of display windows may be permitted, provided that such signage shall not cover more than ten percent (10%) of the display window area and shall be lighted only by building illumination (white, non-flashing).

9.8 Sign Area

9.8.1 Calculating Area

The area of a sign shall be determined by measuring the smallest rectangle that encompasses the outermost components of the sign, exclusive of any supporting structure. (See Figure 9.8.1 for examples showing how the areas of various shapes may be calculated. Please note that inclusion of a shape of a sign in this illustration does not infer that such a style or shape of sign would be approved).

9.8.2 Buffer Area

While not part of the sign area calculation, there shall be a reasonable and visually pleasing amount of 'buffer' space around the letters and symbols on the sign. The buffer area should be proportionate to, and accent, the sign and the façade. As a general rule, the buffer area should not exceed 20% of the sign itself.

10. AMENDMENTS

The Planning board may amend these Design Standards from time to time but only upon 1) approval of the proposed amendments by the Massachusetts Department of Housing and Community Development (DHCD) and 2) a public hearing for which notice is provided. No amendment shall apply to any project for which a complete application had been submitted prior to the date of submittal of the amendment to DHCD for approval.

11. ADOPTION AND EFFECTIVE DATE

These Design Guidelines were adopted the South Hadley Planning Board on June 17, 2019 by a vote of Four out of Four members voting (one member was absent) and are effective upon filing with the Town Clerk on June 18, 2019 subject to approval by the Massachusetts Department of Housing and Community Development (DHCD). DHCD approval was granted via email on June 13, 2019.

Acknowledgments

We would like to thank the residents of the Newton Street Smart Grown Zoning District neighborhood and of the Town, who provided much input and guidance in developing these Design Guidelines.

We would also like to thank the following for the use of the Town of Reading's Smart Growth District Design Standards and Guidelines. Images and text were provided with permission from:

PLANNING/COMMUNITY DEVELOPMENT DIVISION

Town of Reading

Town Hall

16 Lowell Street

Reading, MA 01867

HOUSING PARTNERS, INC.

Eleanor G. White, President/CEO

142 Galen Street—Suite B

Watertown, MA 02471

ABACUS [ARCHITECTS + PLANNERS]

David Eisen, AIA, Principal

119 Braintree Street

Boston, MA 02134

Additionally, we wish to thank the following for the use of their respective communities' Design Guidelines as referenced below. Text and ideas were provided with permission from:

Design Guidelines, Salem, NH

Dated March, 2011

Salem, NH

Town of Milford, NH Corridor Design Guidelines

Prepared by Nashua Regional Planning Commission

Watertown, Massachusetts Design Guidelines

Adopted June 30, 2015

Prepared by Gamble Associates

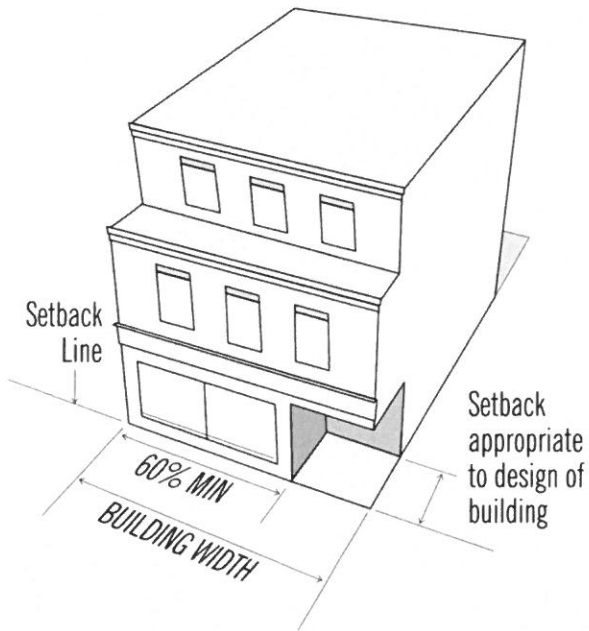
Further resources used in developing these Design Guidelines include:

Guidebook: Creating Design Standards for 40R Districts

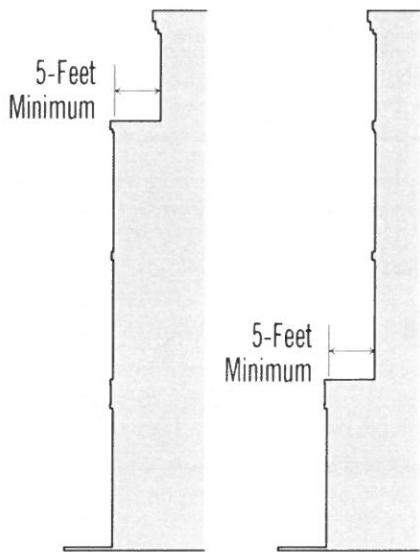
March 5, 2008 | Prepared jointly by DHCD and The Cecil Group

Appendix A - Figures

7-1-2



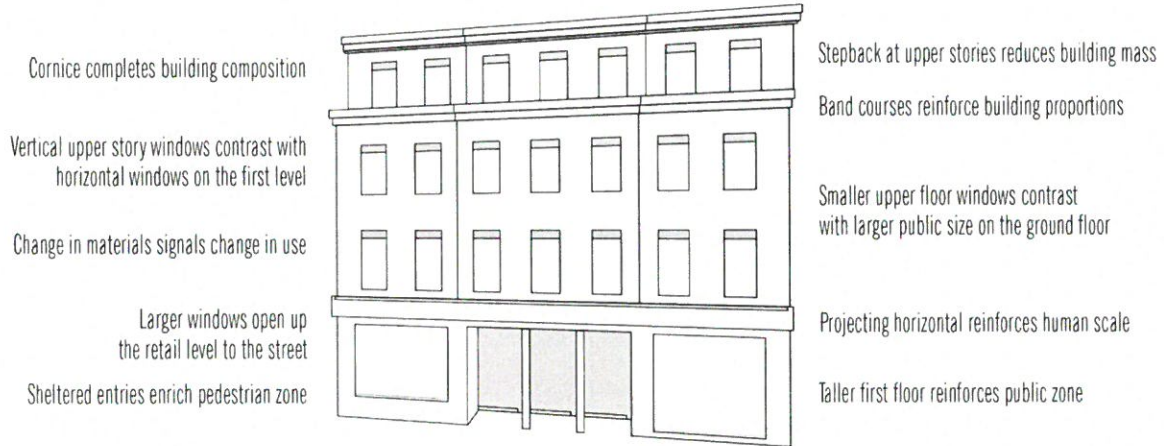
7-1-3



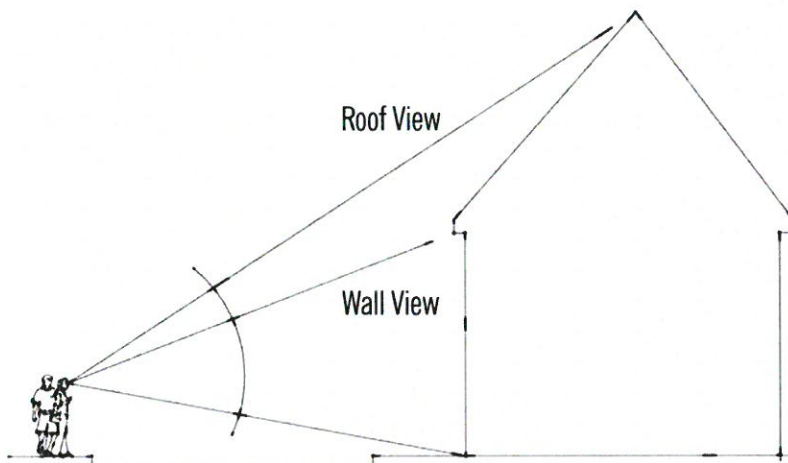
Sections showing setback at 4th story and 2nd story

Appendix A - Figures

7-1-4



7-2-4



Avoid visual emphasis on the roof that is equal to or greater than the wall

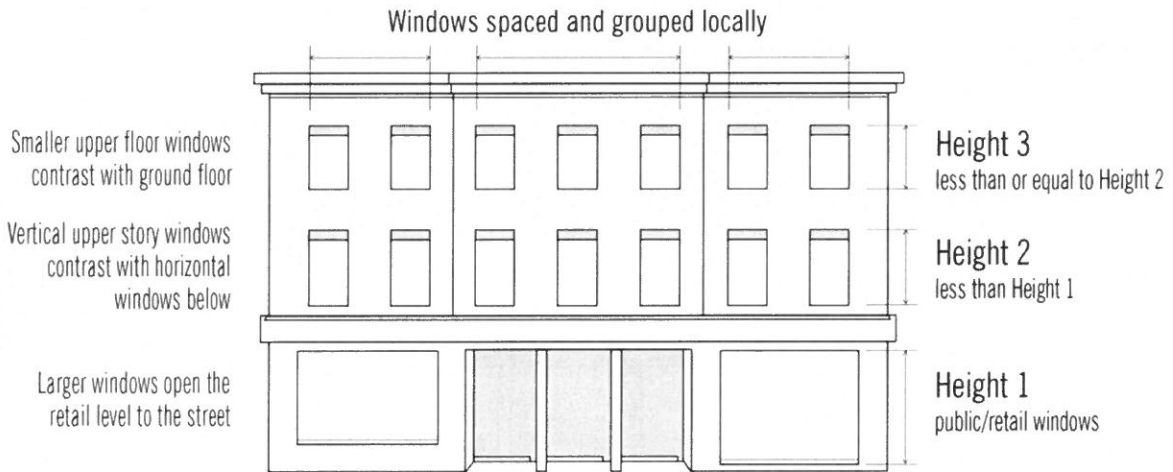
Appendix A - Figures

7-3-1



Entrances clearly articulated and differentiated

7-4-1



Appendix A - Figures

7-4-3



7-6-2

Stories above the 3rd floor
to be contained within a peaked
roofline or set back on a flat roof

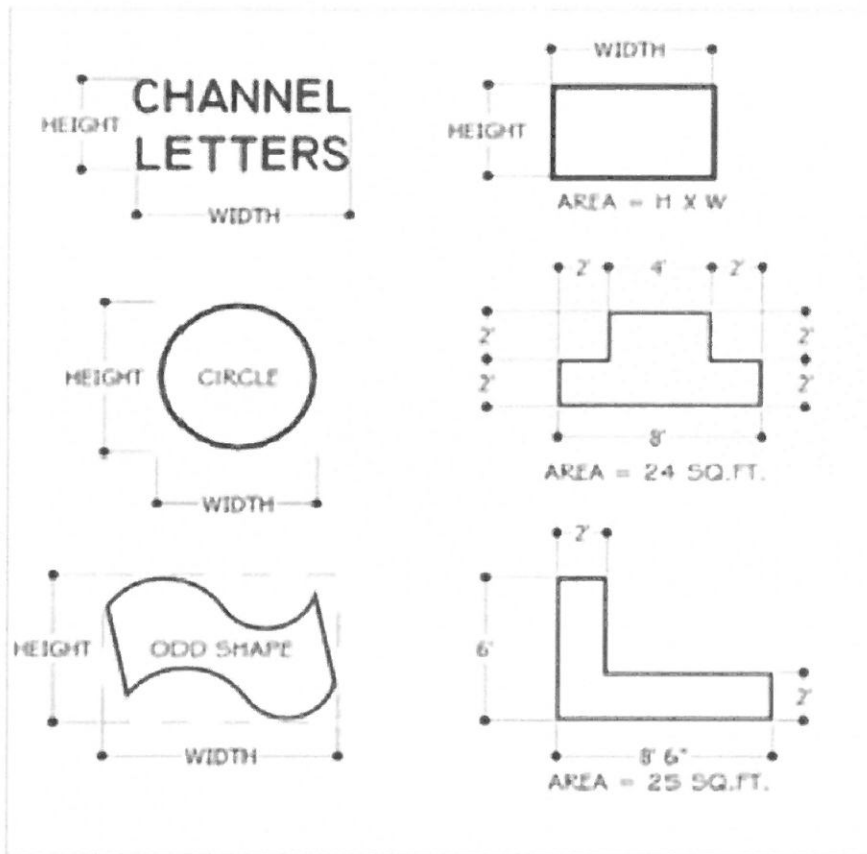
Residential window placement
at 2nd floor level and above
should be sensitive to resident
and neighbor privacy

Full view to commercial and
retail activity at street level to
generate pedestrian interest

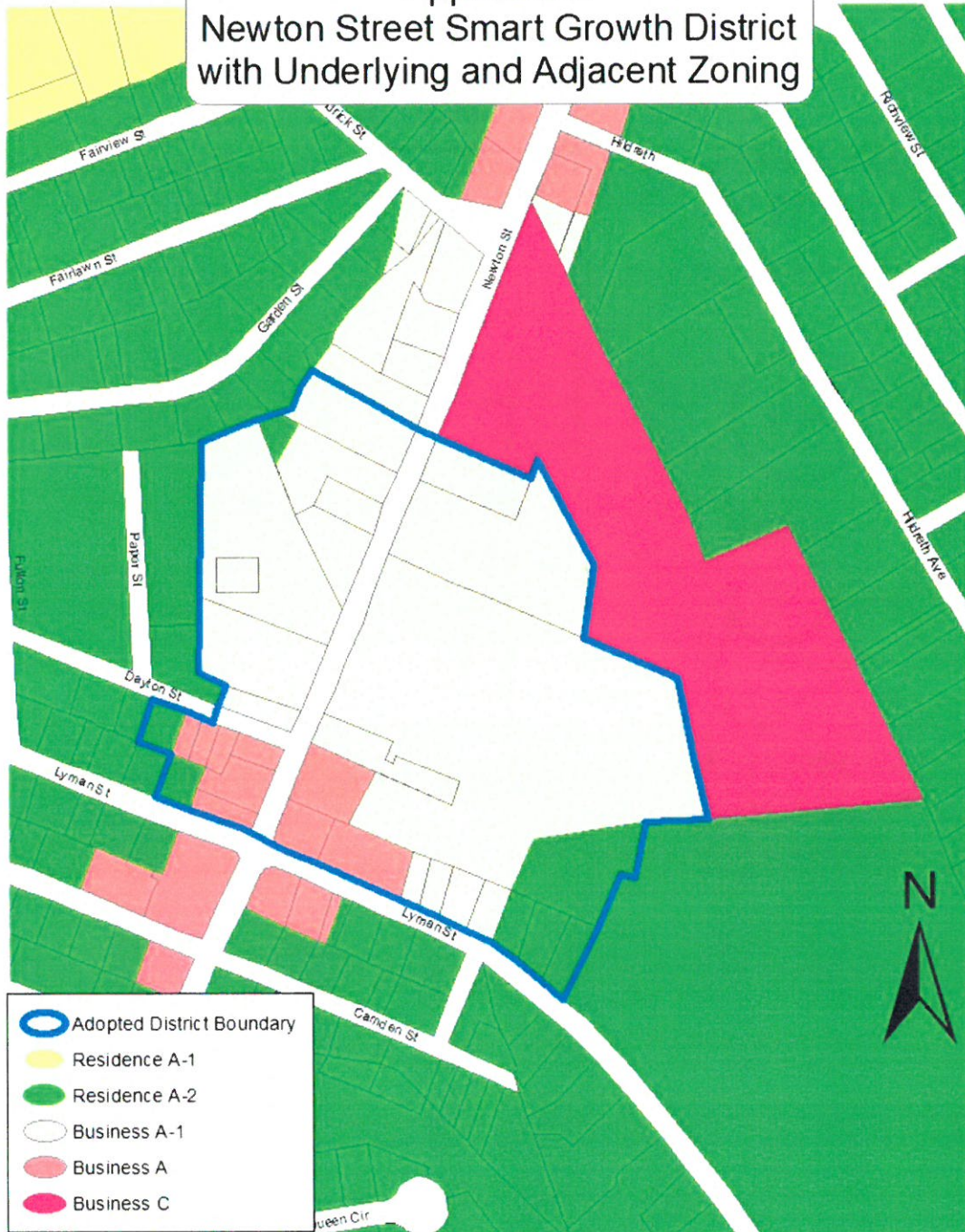


Appendix A - Figures

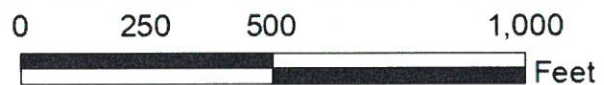
9-8-1



Appendix B
Newton Street Smart Growth District
with Underlying and Adjacent Zoning



Source: Planning & Conservation Dept.



Appendix C Special Setback Restrictions



**Appendix C
Special Setback Restrictions**

In terms of the color coding of the lines:

- 1). Blue – 150 feet from Newton Street and Lyman Street. Between the blue line and the street, buildings may generally be approved up to 3 stories; but beyond the blue line, they may be approved up to 4 stories. While the Zoning Bylaw (Section 255-23) is unclear as to whether that is the “edge of the street” or “curb” or the front property line, the section is interpreted as requiring that the right of way line would be the point of measurement.
- 2). Yellow – 50 feet from the lot containing a single-family residence. Between the yellow line and the adjoining residential lot, buildings may not exceed 2 stories.
- 3). White – Similar to the Yellow line but the adjacent property is developed as condominiums; however, some of the buildings are single-units. The areas of condominiums developed as single-units are to be treated the same as a single-family dwelling on a single lot.
- 4) There might be other portions of the District subject to the 2 story or 3 story limitations which are not noted on the accompanying map. It is the applicant’s responsibility to ensure that the design complies with the provisions of Section 255-23 of the Zoning Bylaw regardless of what is displayed on the accompanying map.