

**TOWN OF SOUTH HADLEY
NEWTON STREET SMART GROWTH ZONING DISTRICT
DESIGN STANDARDS**

(See Section 255-23 of the Zoning Bylaw)

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PRELIMINARY DRAFT - DISCUSSION ONLY

1. INTRODUCTION

These Design Standards complement the South Hadley Zoning Bylaw's Smart Growth Zoning Districts (see Section 255-23) and establish the design requirements for development within the Newton Street District (hereinafter referred to as "the District").

2. PURPOSE

The Design Standards include both binding design standards for compliance and non-binding guiding principles. The Design Standards shall be used by the Planning Board in their review and consideration of development proposals pursuant to the SGZD By-Law.

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 By-Laws.

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 to the Vision articulated in Section 5 or the Guiding Principles articulated in Section 6 below more effectively than literal compliance with specific requirements.

Applicants should clarify how proposed deviations further the goals of the Town as defined by 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.

4. DEFINITIONS

Definitions in Section 255-23 of the Town of South Hadley Zoning By-Laws 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 New England 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 the developments should embody as outlined below.

5.1 Walkable, bikeable neighborhood

A walkable, bikeable 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 Village Commons was designed to be compatible with the area surrounding it.

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 are integrated to provide attractive, welcoming storefronts with high-quality, well-designed signage for businesses and way-finding.

6. GUIDING PRINCIPLES

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 to and support architectural design that mark 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 they create the livable and vibrant communities that the "Smart Growth" district is intended to promote.

6.2 Reinforce Broader Town Goals to Enliven the Downtown

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 and 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 moving the buildings next to the sidewalk in commercial areas, creating an intimately scaled rhythm of façade features.

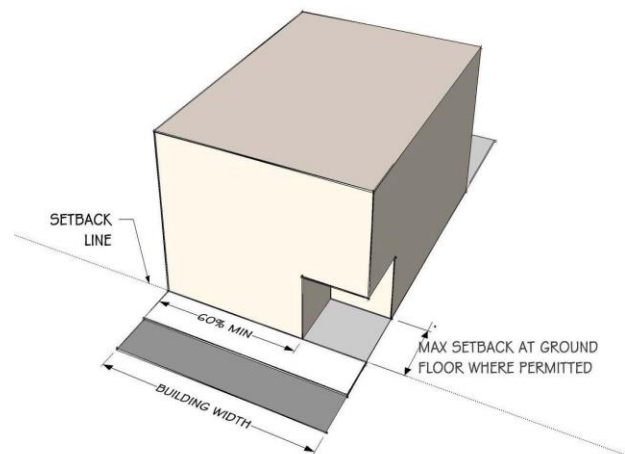
6.5 Promote Sustainable Development

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

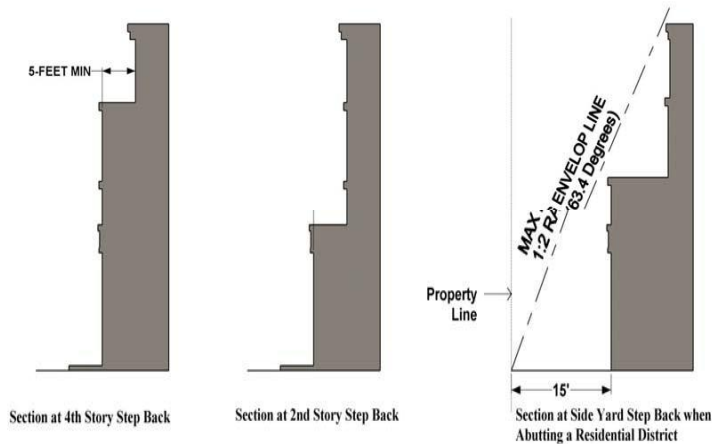
7.1.1 Pedestrian Scale – Developments are intended to reflect the importance of human interaction by respecting that the ground level is pedestrian level. Accordingly, blank walls are to be avoided by the use of windows, trellises, material changes, arcades, or other features that increase the visual interest for people on the street. Similarly pedestrian-scaled lighting is to be utilized wherever possible and appropriate.



7.1.2 Front Façade Setback – Buildings located within 100 feet of a street shall have a minimum of 60% of front facades at ground level located at the minimum setback line to reinforce the street line. 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. Stepped back 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, or offer alternative strategies for scaling the building height to the pedestrian must be offered. 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°).



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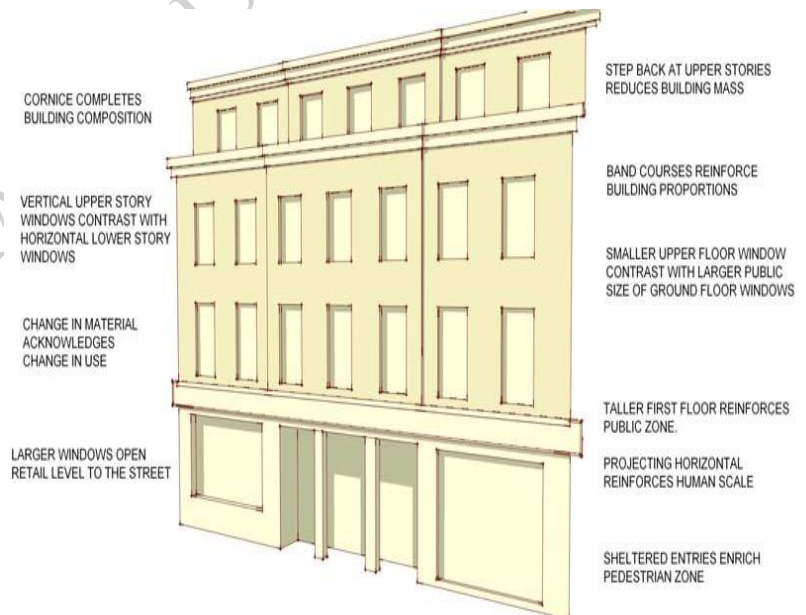
7.1.4 Mixed use buildings shall use proportions – a dominant horizontality for commercial, and a dominant verticality for residential – to give legibility to building uses.

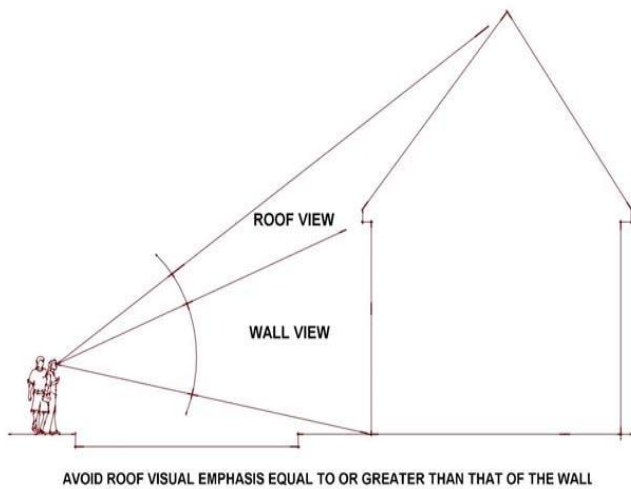
7.1.5 Spaces for special functions with public significance such as theaters, educational uses, and exhibitions spaces, shall be differentiated in form to articulate their role in the downtown environment.

7.2 Appearance

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

7.2.2 Horizontal elements such as belt courses, projecting cornices, canopies, and step backs 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 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 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 buildings to clarify a front/back hierarchy.

7.2.4 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.

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 Existing building facades with architectural significance are to be incorporated into new construction wherever feasible. Protected buildings can be changed only with the approval of the South Hadley Historical Commission.

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.



ENTRANCES CLEARLY ARTICULATED AND DIFFERENTIATED

Franchises or national chains may 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 Entries are to be clearly articulated with projecting canopies or recesses for convenience, way-finding, and to activate the street front and pedestrian spaces. Residential and commercial entries shall be separated as required in the District By-Law.

7.3.2 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.

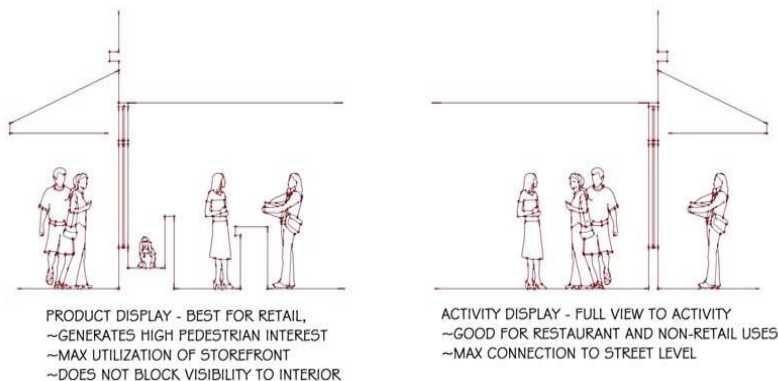


7.3.3 Lighting and signage shall be integrated into the entry design to reinforce the public nature of the entry.

7.3.4 Entries to upper floor residential and commercial uses are encouraged on commercial streets, but shall not interrupt the perceived continuity of the commercial streetscape.

7.4 Fenestration

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



7.4.2 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 into the sales floor or seating area. View windows shall not be blocked. Merchandise displays shall not include full-height backdrops that block the view.

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 appliqués or other such deliberate screening shall be permitted. Signage on glass shall be as permitted in Section 9.

7.4.3 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.



7.4.4 Placement of windows is to reflect an awareness of the need to provide for privacy of adjoining residential properties. This is particularly essential for any residential space (or common areas serving residential spaces) which are located above the second floor.

7.5 Materials

7.5.1 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 Prohibited materials include vinyl siding and EIFS, although these materials may be used on facades not visible from the primary commercial streets provided such materials are detailed and installed in such a manner as to be consistent with the intent of these Design Standards.

7.5.3 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.

7.5.4 Materials shall continue around to all sides of buildings, which are visible from the street or public parking areas. Elements can be simplified at the rear of buildings to clarify a front/back hierarchy

7.5.5 Blank facades 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 Roofs of commercial buildings may be flat or peaked. However, peaked roofs are encouraged .

7.6.2 Roofs of buildings which include residences shall be peaked with an appropriate variety of angularity compatible or consistent with similar mixed-use and residential buildings in the area.

7.6.3 Consistent with Section 7.1.3 and 7.2.4 above, any building story above the third floor is to a) be contained within a peaked roof which incorporates dormers for windows (similar to the upper levels of the Village Commons) or b) in the case of a flat roof, be set back from the building façade five (5) as called for in Section 7.1.2 above.

7.6.4 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 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 Where a development abuts the Stonybrook Village Condominium development, the portion so 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(c) of the Zoning Bylaw in regards to the minimum side and rear setbacks of developments abutting a parcel with single family dwellings.

7.8 Projections.

7.8.1 Appropriately scaled and integrated cupolas, dormers, chimneys, and other roof projections (but not signs) is encouraged.

7.8.2 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 attached to, but which “project” from, a building may be located within the building setback area. This will be allowed by a waiver of the setback requirement by the Planning Board. 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 Developments are to be landscaped in accordance with a master landscaping plan submitted to and approved by the Planning Board. Such landscaping plan is to reflect compliance with Section 255-23 of the Zoning Bylaw and these Design Standards.

8.1.2 As part of their approval of the master landscaping plan, the Planning Board is to approve a time table for implementation of the landscaping plan. This timetable may be tied or related to Certificates of Occupancy for various portions of the development.

8.1.3 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 area 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 any solar collectors associated with the adjoining residential uses.

8.1.4 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 elements.

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

8.1.6 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 Landscaping in parking areas is required – one tree in a minimum 50 square foot planting area for every 5 cars. Landscaping to buffer parking lots from adjoining residential areas is required.

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

8.1.10 Healthy existing trees with a minimum 6” caliper and large canopy shall be identified and shall be identified on the Concept Plan if such plan is submitted as specified in Section 255-23 of the SGZD Bylaw. Proposed development shall preserve four of the identified healthy existing trees per acre or one per lot, whichever is greater.

8.2 Pedestrian Pathways and Plazas

8.2.1 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, the pedestrian circulation and the outdoor spaces are to reflect coordination and be mutually supportive.

8.2.2 New sidewalks shall not interrupt the continuity of existing sidewalk materials and dimensions. 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 that increase the comfort of pedestrian movement along sidewalks such as lighting, projecting canopies, and street trees are required.

8.2.4 Buildings should have some entryways oriented towards the pedestrian pathways, usable open spaces, plazas, etc.

8.2.5 Well-designed, public accessible plazas provide opportunities for the confluence of commerce and recreation; therefore, are viewed as positive amenities. Accordingly, developments should include outdoor use areas such as greenspace, plazas, 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 Improvements to adjacent crosswalks, curbing and sidewalks to accommodate increased pedestrian activity associated with new developments are encouraged.

8.3 Driveways and Parking

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

8.3.2 Parking lots shall not face primary **commercial** streets. To the extent possible, parking lots shall not be located in front of buildings – however, where there already exists buildings and other developments 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 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, 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 areas that abut lots in residential districts shall be screened from view by fencing, planting or both and conform to landscaping requirements in paragraph 7.3, following.

8.3.6 Shared parking plans for proposed developments shall be developed in cooperation with the Town of South Hadley and shall be compatible with the Town's parking policy.

8.3.7 All parking areas and driveways must be designed to maximize pedestrian and vehicular safety. No driveways are to be located within 50' of an intersection.

8.4 Alternative Transportation Facilities

8.4.1 Alternative modes of travel are to be accommodated and encouraged.

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

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

8.4.4 Bus stops and shelters should be provided unless reasonably available.

8.5 Lighting

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

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

8.5.6 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 uplight is captured.

8.5.7 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 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 facades. However, mechanical equipment may also be located on the roof of the building provided it conforms to Section 7.2.4 above.

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

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

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

8.7 Drainage and Storm Water Management

8.7.1 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/LID 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 Systems and the designed approach for storm water management should include elements such as infiltration chambers, landscaped swales, vegetated rain gardens,

infiltration trenches, dry-wells, permeable pavements and other runoff controlling features that in combination serve to achieve BMP/LID goals.

8.7.3 A Storm water Operations and Maintenance Plan shall be submitted *at the time of application* for all Development Projects to ensure compliance with the District By-Law. 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 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 paving is recommended, along with landscaping and pervious landscaped areas.

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

8.8 Development Maintenance

8.8.1 The design the development as well as selection of materials for use in the site development should reflect a sustainable approach to maintenance.

8.8.2 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. essential for the development are reasonably kept in usable condition.

9. SIGNAGE DESIGN STANDARDS

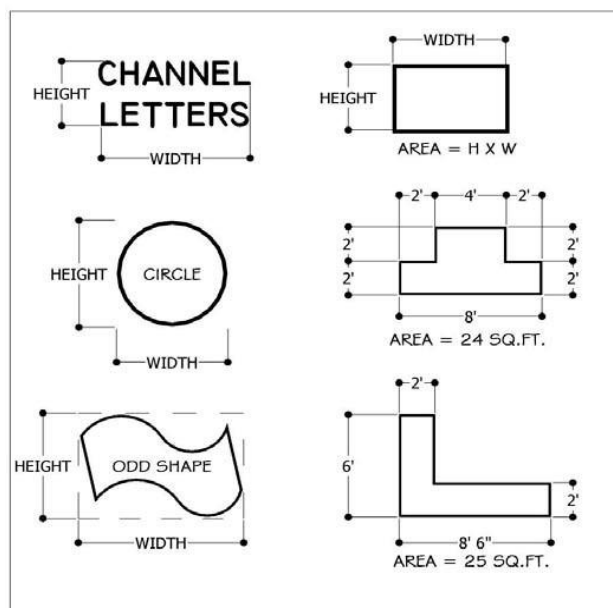
9.1 Exterior Signs

9.1.1 Signage shall be provided to identify residential and non-residential. Signs shall be made of natural materials or have a natural appearance.

9.1.2 A residential-only development or the residential component of a mixed use 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 Each mixed-use development project in the District may include a primary storefront sign, a storefront cantilevered sign, a display



SIGNAGE AREA GUIDE

window sign and an awning, or some combination thereof.

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

9.1.5 Signs in the District should be designed primarily to be visible to pedestrians or slow moving vehicular traffic. Wording should be kept to a minimum and the use of logos is encouraged.

9.1.6 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 or other identification shall be in an inconspicuous location.

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

9.2 Primary Storefront Sign

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

9.2.2 The total sign area for the primary storefront sign 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.

9.2.3 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.

9.3 Storefront Cantilevered Sign

9.3.1 Each 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 One storefront cantilevered sign will be allowed per tenant on each elevation of a building with a customer entrance. The sign shall be attached to the tenant storefront at a minimum 8' 6" above finish floor level.

9.3.3 Each storefront cantilevered sign may be illuminated as provided in Section 9.5 below. The sign may be square, round, elliptical or other shape. Complex shapes and three-dimensional letters or figures are encouraged. Formed plastic and injection molded plastic are prohibited.

9.3.4 Signs on the inside or outside surface of display windows may be permitted provided, however, 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).

9.4 Awnings

9.4.1 Awnings shall be made of fire resistant, water repellent marine fabric (e.g. canvas) or may be constructed of metal or glass. Vinyl or vinyl-coated awning fabric will not be permitted.

9.4.2 Patterns, graphics and stripes are encouraged.

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

9.4.4 Internally illuminated awnings are not permitted, except that 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".

9.4.5 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 Illuminated Signs

9.5.1 Illumination of signs shall not illuminate adjoining or nearby residential properties or portions of such properties used for residential purposes.

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

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

9.5.4 Illuminated signs shall not incorporate exposed or illuminated neon.

9.5.5 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 advertised.

9.5.6 Each storefront cantilevered sign externally illuminated with two integrated lights (one light on each sign face or panel). Internally illuminated panels are discouraged but the Planning Board may approve them if they are deemed appropriate for the setting and conform to the provisions of 9.5.1 through 9.5.5 above.

9.6 Prohibited Sign Types

The following sign types are prohibited in the SGZD:

9.5.1 Signs employing luminous plastic letters are prohibited.

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

9.5.3 Box style cabinet signs or “can” signs are prohibited, whether internally illuminated or not.

9.5.4 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.

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

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 the following:



PRELIMINARY DRAFT - DISCUSSION ONLY