

ARCHITECTURAL DESIGN GUIDELINES FOR AMHERST TOWN CENTER

A. Purpose.

These Design Guidelines are intended to provide an environment for a combination of uses that is compatible with the essential character of the Town of Amherst, supportive of efficient development of the permitted uses, and architecturally and visually appealing. Standards are intended to clearly identify desired plan elements that promote the health, safety, and welfare of the general community. These include the appropriate location, arrangement, and design of buildings, parking areas, open space and site amenities. These guidelines are intended to protect the environment, quality of life of the residents of the Town and the public health, safety or general welfare of the residents or property owners of the Town of Amherst.

B. Building design. In general, the building design shall consider building facade, including color, and other significant design features, such as exterior materials and treatments, roof structure, exposed mechanical equipment and service and storage areas. Building materials and methods of construction shall be used in a creative manner to promote and create good architectural design. The following guidelines shall be used by the Planning Board in the site plan and subdivision review of any new development project ore redevelopment project involving land in the General Business District for the Amherst Gun Club project. The Planning Board shall interpret these guidelines for the development or re-development this property:

? The development of parks, commons, or small pedestrian plazas with amenities such as benches and landscaping should be encouraged.

? The creation of a safe pedestrian environment is a principal goal of the Town. The design of parking lots, access driveways, and streets should be designed to avoid and minimize the potential for pedestrian/vehicle conflicts.

? All facades shall be appropriately treated with landscaping, or otherwise appropriately enhanced, to address the orientation of the buildings.

? Encourage the installation of sidewalks and/or multi-use paths. Commercial developments may use small green spaces, courts, squares, parks, plazas, and similar spaces that can also function as community gathering places to provide transitions and ensure compatibility with surrounding non-commercial uses.

? Facades of large buildings must be subdivided and proportioned using features such as windows, entrances, arcades, arbors, and awnings.

? A clear, on-site system of pedestrian walkways must be provided. The pedestrian system must connect buildings to one another, to parking areas, and to public streets and sidewalks.

? The Planning Board may negotiate a more detailed design manual with the Developer or their successors prior to approval of the first site plan or subdivision.

1. Facades and exterior walls.

A. Guideline

1. Facades should be articulated to reduce the scale and the uniform, appearances of buildings and provide visual interest that will be consistent with the Town's identity, character and scale.

2. Buildings should have architectural features and patterns that provide visual interest, at the scale of the pedestrian, and recognize local character.

B. Standard.

1. Ground-floor facades that face public streets shall have a combination of arcades, display windows, entry areas, awnings or other such features.

2. Building facades shall be varied throughout the project to provide an eclectic neighborhood aesthetic.

2. Roofs

A. Guidelines. Variations in roof lines should be used to add interest to the buildings.

B. Standard. Roofs shall have at least one of the following features:

1. Parapets concealing flat roofs and rooftop equipment such as heating, ventilating and air-conditioning (HVAC) units from public view. Such parapets shall feature three-dimensional cornice treatment.

2. Overhanging eaves, extending past the supporting walls.

3. Sloping roofs that do not exceed the average height of the supporting walls.

3. Materials and colors.

A. Guideline. Exterior building materials and colors comprise a significant part of the visual impact of a building. Therefore, they should be aesthetically pleasing and compatible with the community.

B. Standard.

1. Predominant front facade building materials shall be high-quality materials. Permitted materials are brick, clapboard siding, stone or tinted, textured, decorative concrete masonry, or other materials which are complementary or sympathetic to the community aesthetic, or a combination thereof.
2. Façade colors shall have a high degree of variation and shall complement the community aesthetic.

4. Rear and side facades.

A. Guideline. All facades of a building which are or may be visible in the future from adjoining properties, public streets and/or on-site roadways should contribute to the pleasing scale features of the building and encourage community integration by featuring characteristics similar to the front facade.

B. Standard. All building facades which are or may be visible in the future from adjoining properties, public streets and/or on-site roadways shall comply with the requirements above.