

Planning Board Rules & Regulations

Corridor Design Guidelines

**Adopted
September 2, 1993**

CORRIDOR DESIGN GUIDELINES

Applicability

These guidelines apply to all development except single-family residences in the Corridor Overlay district as defined in Section 200-4.16 of the Greenfield Zoning Bylaw. The guidelines are intended to express the Town's vision for the Corridor and to provide direction to applicants and to the Planning Board in designing and reviewing development in the Corridor Overlay District. The guidelines are intended to be flexible. Applicants shall address each design guideline but may propose alternative design solutions.

The long range goal of these guidelines is to ensure high quality new development and to encourage incremental improvements to existing development along the Corridor over time. It is the intent of the Planning Board to tailor the application of these design guidelines proportionately to the degree of change proposed. The greater the degree of change proposed, the greater the degree of compliance will be expected. Minor improvements may be made to existing uses without costly upgrades or an entire make over of the site. The Planning Board may alter or waive these guidelines if deemed appropriate based on the scale of the project.

Goals Applicable to all Corridors

1. Create attractive entryways to Greenfield and improve the visual appearance along major roadways in Town.
2. Protect scenic and natural features.
3. Provide vegetated buffers and landscaping to soften the view of development.
4. Achieve high quality building, site design and signage.
5. Promote a sense of continuity and compatibility specific to each corridor and with the New England character of the region.
6. Reduce the visual impact of the automobile.
7. Provide pedestrian access and amenities.
8. Provide public open spaces.

Design Objectives for the Planned Commercial District

1. Minimize the visual impact of large scale commercial/industrial uses such as large expanses of parking area, large utilitarian buildings, signage and lighting.
2. Meet the design objectives for the French King Highway/High Street Corridor.

Design Objectives for French King Highway/High Street Corridor

1. Create an attractive green entryway to Greenfield and promote development which blends into the landscape.
2. Maintain the existing views and natural features along the roadway including steep slopes, vegetated buffers, and the ridge line.
3. Promote an uncluttered character and prevent degradation to a commercial strip.
4. Provide for public transportation and pedestrian access and amenities.
5. Enhance the commercial character at the southerly end of the French King Highway/High Street Corridor.

Guidelines Applicable to all Corridors

Building Placement and Design

1. Buildings and site design should be integrated into the landscape.
2. Building material, architecture and placement should minimize the visibility of buildings from distant vantage points and should minimize obstruction of scenic views visible from public ways.
3. Building placement should consider site circulation, should not impede traffic flow or accessibility from adjacent roadways, and should blend with the setback and pattern of development on adjacent sites. Clustered building arrangements are preferred.
4. To promote architectural appeal, consideration should be given to building scale, proportion, materials, color, and texture.
 - a) Building scale, height, and proportion of building elements should be compatible with adjacent buildings and should incorporate human scale features such as landscaping, plaza or other public spaces, first floor windows, awnings or other architectural detailing.
 - b) Boxy buildings should be softened with architectural detail or

landscaping. Pitched roof lines are encouraged.

- c) Facade details and building elements should be proportionate to the scale of the building.
 - d) Long unbroken facades should be avoided. The use of facade offsets, recesses, angular forms, or landscaping rather than ornamentation is encouraged to break up the mass of large or continuous walls.
 - e) Standardized franchise style or trademark buildings are discouraged. Design should reflect regional character.
 - f) Clearly define the main entrance to buildings with architectural detail such as canopies, overhangs, raised parapets, peaked roofs, and arches.
 - g) The use of exterior building materials such as masonry, stone, wood, and brick are encouraged.
 - h) Earth tones and subdued building colors are encouraged. Generally, colors should be limited to no more than three per building.
5. Planned Developments and multi-building complexes should have an integrated design with respect to building placement, proportion, color, rooflines, and other architectural details.
6. New buildings should relate harmoniously to existing buildings on adjacent properties. Specific consideration should be given to compatibility with structures which substantially comply with these guidelines.
7. Rear or side facades visible from other uses, parking areas, or streets should be of finished quality and should be landscaped.
8. All mechanical equipment should be screened from public view.
9. Rooftops viewed from above on French King Highway shall be visually attractive or should be screened from view.

Site Landscaping

- 1. Landscaping plans submitted for site plan approval shall include:
 - a) Drawings in plan and elevation views with at least one color rendering. Drawings should show the proportional relationship between mature vegetation and structures.
 - b) A planting schedule with lists of types of vegetation, size (upon planting and upon maturity), spacing, and numbers of plants.

- c) The location of existing natural vegetation to be retained.
 - d) The location of all proposed open spaces or public spaces.
 - e) The location of all proposed areas for outdoor storage, waste disposal, display of merchandise and any proposed screening.
 - f) A maintenance plan and schedule.
2. The provision of usable outdoor public spaces is encouraged. Such spaces may be hard surfaced but should include landscaping and seating.
 3. Preservation of existing trees and vegetation should be integrated into the landscaping plan to the maximum extent possible.
 4. Landscaping should be used to soften the appearance of development visible from the roadway. Preservation of existing vegetated buffers and planting of deciduous trees along roadways is encouraged. The use of roadway edge landscaping should be emphasized along the southerly end of French King Highway/High Street Corridor where landscaping is minimal or absent.
 5. Landscaping should generally consist of a combination of trees, shrubs, and groundcovers. The use of native New England species is preferred. Seasonal color and variety should be considered in choice of plantings.
 6. Foundation plantings should be used to soften and enhance the appearance of buildings.
 7. Limbing of lower branches on trees in roadway buffer areas may be permitted to enhance visibility of commercial sites if understory planting is provided.
 8. The height and fullness of plants in landscaped areas should be sufficient to provide an effective screen, should be balanced with the scale of the development, and should achieve an established appearance at the time of planting.
 9. Drainage structures such as detention ponds and swales should have a natural appearance and should be integrated into the landscape plan.
 10. The design and placement of fences, walls, seating, trash receptacles, and other fixtures or site details should complement each other, complement the building architecture, and enhance the overall appearance of the site.
 11. Irrigation may be required to ensure the survival and healthy appearance of planted areas.

Parking, Circulation and Pedestrian Access

1. Large expanses of parking should be broken up with landscaping and pedestrian walkways with pedestrian scale lighting. Adequate directional mechanisms such as curbing and parking lines should be provided. Crosswalks across vehicular lanes should be clearly delineated to promote pedestrian flow between parking areas and building entrances.
2. Planted areas in parking lots and driveway entrances should be large enough to function as a physical divider, provide an aesthetic landscape area, and be easily maintained.
3. Driveway entrances should be clearly designated through the use of curbing and landscaping.
4. Parking areas located to the side or rear of buildings are encouraged.
5. Parking aisles should be generally oriented perpendicular to buildings to minimize the number of parking lanes crossed by pedestrians. The maximum aisle length without a break should be 500 feet.
6. Parking aisle end islands should be raised landscaped islands rather than painted areas.
7. Separation between customer vehicle circulation and service vehicle circulation is encouraged.
8. The use of shared driveways and parking areas is encouraged and should be used when there is less than 200 feet of separation between access driveways or to French King Highway.
9. Sidewalks should be provided along the street and within the site.
10. The provision of bicycle racks and riding lanes is encouraged and should be coordinated with existing or planned bike paths.
11. Bus stops and bus shelters should be provided.

Signs

The intent of the sign guidelines is to prevent clutter, to encourage signs which complement rather than dominate adjacent signs, and to encourage the design and placement of signs which blend in with their surroundings.

1. Only as much information should be provided on a sign as is necessary to

identify the business.

2. The design, location, and size of wall signs should complement the architectural design of the building and be proportional to the scale of the building.
3. Wall signs in multi-tenanted buildings should be placed within the same sign band. The placement of wall signs on individual buildings should respect the sign band on adjacent buildings.
4. Signs within planned developments or multi-building projects should have an integrated and unified design.
5. Effort should be made to prevent blocking or obscuring of signs on adjacent buildings.
6. Signs which are individually tailored to integrate into the site and which contribute to creating a unique image for the corridor are preferred.
7. Subdued color and lighting of signs is preferred.
8. Free-standing signs should be surrounded by landscaping to enhance appearance of the sign and to screen any ground mounted lighting.
9. The lettering, color, scale and overall design scheme on free-standing signs identifying more than one establishment should have an integrated appearance.
10. The lettering, color, scale and overall design scheme on all signs associated with the same establishment should have an integrated appearance.
11. Signs indicating specific product names or product logos should be avoided except when they represent the principal products sold on the premises as in automobile dealerships.

Lighting

The goal of exterior lighting should be to provide the minimum amount of lighting necessary to provide pedestrian and building security in a manner which confines the light to the site, prevents glare, minimizes light beams or a glow in the sky, and minimizes visibility of the site from distant vantage points.

1. Light levels should be sufficient to ensure easy vision and a sense of security. Overly bright lighting should be avoided.
2. All exterior light sources should be directed and shielded.
3. Light fixtures should complement the architecture and site design.

4. Building security lights should be directed downward, shielded and should not turn the building into a sign at night.
5. Parking lot lighting should be turned off between the hours of 11:00 p.m. and 6:00 a.m. unless the establishment is open for business. Security lighting during non-business hours and during hours when employees are working on the premises will be accommodated.
6. The design, number, and height of lighting fixtures should be tailored to the site and to the area to be illuminated; balancing appearance, efficiency and cost. A maximum pole height of 35 feet is preferred.