

# APPENDIX D

## ARCHITECTURAL REVIEW BOARD EXERCISE SUMMARY

## Key Discussion Topics

### What did you find most valuable or helpful in going through this exercise?

- A lot of food for thought and different ideas.
- Helpful to divide the route into different sections—some challenges are the same, some unique.
- The clarity and laser focus of discussions.

### Now that you have completed this exercise what do you think the biggest challenges are?

- Dealing with property owners—it will cost money to make the changes—where does that come from?
- Widening the roads in some areas. Taking land to widen sidewalks and green spaces.
- Changing and eliminating curb cuts to improve traffic flow.
- Public perception.
- Getting buy-in from all stakeholders.

### How do we go about accomplishing these strategies?

- Perhaps focusing on one Transect first.
- What are the most important changes to focus on?
- In Transect one---sidewalks, green space, streetlights, consolidating curb cuts.
- Contact key personnel in the Town for introduction to what we are doing and have already done.

### Beyond this step, what else needs to get done to move this process forward?

- Zoning changes.
- Funding.
- Coordinate with higher level personnel who can provide help at the state level.

### What are the things that are required versus things that are incentivized or encouraged?

- New construction or renovations should conform to required codes.
- Basic landscape plans should be required with incentives to do more.
- All new buildings come before ARB.

### What is the relative importance of the amenities that you want to see in each of the transects?

- Traffic flow and ease of access in the business district very important.
- Clear and compatible signage.
- Continuity of design, lighting, landscaping through the corridor.
- Opportunities in other transects for off street development (old Staples plaza by Rt 78).

### Significant portions of Transect 3 and Transect 5 do not currently allow commercial development. Are design guidelines needed in those transects? To what degree?

- Perhaps guidelines for landscape and open green areas.
- Update the existing guidelines to incorporate the non-commercial suggestions listed below.

### What do you want to see in each Transect?

- An interesting and varied streetscape that looks well thought out. Business districts easy to navigate.
- Residential areas attractive and accessible.

### Why can't you get there now?

- No master plan.
- No guidelines.

### What zoning issues are you aware of that we should address?

### What housing issues are you aware of that we should address?

- Housing shortage in low to moderate price ranges that needs to be addressed.
- There should be continuity in design through the corridor.
- Housing developments and mixed use should be off the road if possible.
- Housing behind commercial is preferable to housing above commercial/retail.
- Parking hidden from streetscape.

PROPOSED STRATEGIES SUMMARY	
Proposed Strategies	Applicable Transects
<b>Landscaping</b>	
1. Develop a sidewalk standard that requires a minimum width of 8 feet with an allowance for wider sidewalks in areas where it is feasible and incorporate a landscape strip between parking areas and sidewalk edges.	1, 2, 4
2. Develop a streetlight program to continue downtown street lighting style through the Route One Corridor providing an opportunity for businesses sponsorship.	1, 2, 3, 4
3. Identify locations along the roadway where there is ROW space that could be purchased and/or utilized as green space or a shared use path.	1, 2, 3, 4
4. For site redevelopment applications consider requiring buffering strips along Route One at a width that is appropriate for each particular site.	1, 2, 4
5. Develop an incentive program or yearly contest where property owners receive a tax rebate or an award for landscaping their property in areas visible from Route One.	1, 2, 4
6. Require that any parking abutting the sidewalk have a grass strip or landscaped area to buffer the parking area.	1, 2, 4
7. Develop and implement a design for a welcome area through signage and landscaping at the intersection of Route 78 and Route 1. State ROW land could be used for this purpose.	2
8. Develop a street tree program that provides supplies for do-it-yourself or has a waiting list for an allotted number of trees each year.	1, 2, 4
9. For site redevelopment applications consider requiring buffering strips along Route One at a width that is appropriate for each particular site	1, 2
10. Require ample screening between any commercial and residential use	3, 5
<b>Signage</b>	
1. Amend the sign ordinance to require sign placement in a way that avoids sign cluttering.	1, 2, 4
2. Amend the sign ordinance to allow a certain square footage of sign face and sign lighting per parcel.	1, 2, 4
3. Restrict or prohibit the allowance of illuminated signs south(west) of the Job Lot Plaza.	2, 3, 4, 5
4. Prohibit lighted signs in this area due to proximity to residential homes fronting on Route One	3, 5
5. Limit the number and size of any signs in this area to the residential nature	3, 5
<b>Building Design</b>	
1. Consider design guidelines that encourage or require the following: <ul style="list-style-type: none"> <li>• Natural materials and neutral color palettes</li> <li>• Siding textures</li> <li>• Street facing facades with embellishment</li> <li>• Bump outs, variations to flat building sides, roofline variations</li> </ul>	1, 2
2. Consider the current building height allowance and what is appropriate for the area to incorporate into a new zoning district	1
3. Restrict the use of roof mounted solar panels to those roofs not visible from Route One.	1
<b>Building Massing and Scale</b>	
1. Draft design guidelines that address building massing and scale and ensure that large structures are designed in such a way as to break up the massing of the building through facades, bump outs, and other techniques.	1
2. Require sloped roofs for 2 story buildings and anything taller (if allowed) must screen rooftop equipment.	1
3. Draft design guidelines that address building massing and scale and ensure that large structures are designed in such a way as to break up the massing of the building through facades, bump outs, and other techniques.	1,2,4
<b>Building Setbacks</b>	
1. Coordinate building setbacks with landscaping areas to ensure ample room is provided for landscaping and proper sight distances, but not so far as to preclude parking behind buildings. Build flexibility in the requirements will allow for a site-by-site assessment.	1,2,4
2. Consider the current building height allowance and what is appropriate for the area to incorporate into a new zoning district	1, 2, 4
<b>Other</b>	
1. Limit commercial uses and require ample screening to residentially used properties	3, 5
2. Encourage or require connectivity between lots to allow for local businesses traffic to move along the corridor without using Route One	1, 2,4
3. Encourage or require shared parking between adjacent sites to minimize the number of spaces constructed.	1, 2,4

# Transect 1: Neighborhood Mixed-Use



Design Considerations	Comments	Potential Standards	Gaps or Questions
Landscaping	<ul style="list-style-type: none"> <li>Amenity space along the roadway (green space, pedestrian, bicycle)</li> <li>Street trees</li> <li>Slightly wider sidewalks</li> <li>Landscape strip between parking and sidewalks</li> <li>Historic lanterns that match downtown (could businesses sponsor them)</li> </ul>	<ol style="list-style-type: none"> <li>Develop a sidewalk standard that requires a minimum width of 8 feet with an allowance for wider sidewalks in areas where it is feasible and incorporate a landscape strip between parking areas and sidewalk edges.</li> <li>Develop a streetlight program to continue downtown street lighting style through the Route One Corridor providing an opportunity for businesses sponsorship.</li> <li>Identify locations along the roadway where there is ROW space that could be purchased and/or utilized as green space or a shared use path.</li> </ol>	<ul style="list-style-type: none"> <li>Is an 8-foot sidewalk sufficient? Should it be wider? Should there be a minimum width for the landscape buffer between the sidewalk and parking areas? <ul style="list-style-type: none"> <li>8 feet width for sidewalks seems sufficient to accommodate both pedestrian walkers and bicyclists.</li> </ul> </li> <li>Do you want to make these mandatory or voluntary?</li> </ul>
Signage	<ul style="list-style-type: none"> <li>Signs at curb cuts: consistency in size and shape, clustered in one sign for group of stores in the plaza or strip, large enough that it can be read.</li> <li>Wall signs consistent in size and shape</li> <li>Consistency</li> <li>Indirect lighting/dark sky compliant</li> <li>Internally lit, no animation or moving verbiage</li> <li>Minimize size, quantity, height, and light output per parcel</li> </ul>	<ol style="list-style-type: none"> <li>Amend the sign ordinance to require sign placement in a way that avoids sign cluttering.</li> <li>Amend the sign ordinance to allow a certain square footage of sign face and sign lighting per parcel.</li> </ol>	<ul style="list-style-type: none"> <li>Does the sign allotment correspond to the number of businesses or the floor area of commercial or office space on the parcel? <ul style="list-style-type: none"> <li>Suggest it is based on the number of businesses</li> </ul> </li> <li>Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>Voluntary</li> </ul> </li> </ul>
Building Design	<ul style="list-style-type: none"> <li>Select palette of natural like materials: stone, metal, wood, glass. No bright colors like orange, yellow, red, or lime green</li> <li>Consistency</li> <li>Need siding textures, facades facing street to be embellished</li> <li>More glazing, inviting</li> <li>Low profile (2 story max) to blend with surrounding residential/commercial structures</li> <li>Minimize box shapes. Add bump outs, roofline variations for visual interest</li> <li>Use more natural materials such as stone, colored brick, wood, etc.</li> <li>Use of solar panels is fine but must be hidden from street views</li> </ul>	<ol style="list-style-type: none"> <li>Consider design guidelines that encourage or require the following: <ul style="list-style-type: none"> <li>Natural materials and neutral color palettes</li> <li>Siding textures</li> <li>Street facing facades with embellishment</li> <li>Bump outs, variations to flat building sides, roofline variations</li> </ul> </li> <li>Consider the current building height allowance and what is appropriate for the area to incorporate into a new zoning district</li> <li>Restrict the use of roof mounted solar panels to those roofs not visible from Route One.</li> </ol>	<ul style="list-style-type: none"> <li>Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>Mandatory with exceptions allowed only after ARB and Planning Board review those exceptions.</li> </ul> </li> </ul>
Building Massing and Scale	<ul style="list-style-type: none"> <li>Possibly an arcade at the street level, break down the façade in smaller distinct pieces</li> <li>Avoid the look of the big box</li> <li>Possibly sloped roofs on one- and two-story buildings</li> <li>Taller buildings: create a base (arcade street level), body (punctured windows), top (more glass, set back) sloped or flat roof.</li> <li>Hide roof top equipment</li> </ul>	<ol style="list-style-type: none"> <li>Draft design guidelines that address building massing and scale and ensure that large structures are designed in such a way as to break up the massing of the building through facades, bump outs, and other techniques.</li> <li>Require sloped roofs for 2 story buildings and anything taller (if allowed) must screen rooftop equipment.</li> </ol>	<ul style="list-style-type: none"> <li>Are design guidelines mandatory or voluntary? <ul style="list-style-type: none"> <li>Mandatory</li> </ul> </li> <li>What authority does the ARB and Planning Board have in the implementation of design guidelines? <ul style="list-style-type: none"> <li>The ARB has advisory responsibility only, at present</li> </ul> </li> <li>Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>Mandatory</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Must have good proportion and be visually pleasing</li> <li>• Transition areas where possible</li> </ul>		
<p><b>Building Setbacks</b></p>	<ul style="list-style-type: none"> <li>• Enough setback for a green buffer from the street and or sidewalk with arcade</li> <li>• Favor continuity between adjacent lots</li> <li>• Possible parking in the back or side. Consolidate parking back-to-back in adjacent lots and landscape back-to-back on adjacent lots</li> <li>• Back far enough to allow for streetscape and vehicular entry recognition</li> <li>• Vary setbacks to allow parking to be relocated behind buildings</li> <li>• Eliminate telephone poles from sidewalk/curb areas (relocate or put underground)</li> </ul>	<p>3. Coordinate building setbacks with landscaping areas to ensure ample room is provided for landscaping and proper sight distances, but not so far as to preclude parking behind buildings. Build flexibility in the requirements will allow for a site-by-site assessment.</p>	<ul style="list-style-type: none"> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory with exceptions allowed only after ARB and Planning Board review of those exceptions.</i></li> </ul> </li> </ul>

# Transect 2: Professional/Commercial Mixed-Use



Design Considerations	Comments	Potential Standards	Gaps or Questions
Landscaping	<ul style="list-style-type: none"> <li>• Create wider green buffer at least 30-50 feet along lot frontage on Route One</li> <li>• Continuity of buffer between adjacent lots wherever possible to make the green buffer longer</li> <li>• Utilize state land where available</li> <li>• Provide incentives for private owned areas</li> <li>• Clean brush as natural landscaping stops and new begins</li> <li>• Amenity space along the roadway (green space, pedestrian, bicycle)</li> <li>• Street trees</li> <li>• Slightly wider sidewalks</li> <li>• Landscape strip between parking and sidewalks</li> <li>• Historic lanterns that match downtown (could businesses sponsor them)</li> <li>• Install stone walls on remaining 3 corners of Rt 78/Rt 1 intersection similar to or fronting CVS</li> <li>• Make the 78/1 intersection the premier welcome entry way into Westerly</li> <li>• Automobile lots should have shrubbery, etc. to improve (soften) street view</li> </ul>	<ol style="list-style-type: none"> <li>1. For site redevelopment applications consider requiring buffering strips along Route One at a width that is appropriate for each particular site.</li> <li>2. Develop a sidewalk standard that requires a minimum width of 8 feet with an allowance for wider sidewalks in areas where it is feasible and incorporate a landscape strip between parking areas and sidewalk edges.</li> <li>3. Develop a streetlight program to continue downtown street lighting style through the Route One Corridor providing an opportunity for businesses sponsorship.</li> <li>4. Identify locations along the roadway where there is ROW space that could be purchased and/or utilized as green space or a shared use path.</li> <li>5. Develop an incentive program or yearly contest where property owners receive a tax rebate or an award for landscaping their property in areas visible from Route One.</li> <li>6. Require that any parking abutting the sidewalk have a grass strip or landscaped area to buffer the parking area.</li> <li>7. Develop and implement a design for a welcome area through signage and landscaping at the intersection of Route 78 and Route 1. State ROW land could be used for this purpose.</li> <li>8. Develop a street tree program that provides supplies for do-it-yourself or has a waiting list for an allotted number of trees each year.</li> </ol>	<ul style="list-style-type: none"> <li>• Is an 8-foot sidewalk sufficient? Should it be wider? <ul style="list-style-type: none"> <li>• <i>8-foot is a sufficient width</i></li> </ul> </li> <li>• Should there be a minimum width for the landscape buffer between the sidewalk and parking areas? <ul style="list-style-type: none"> <li>• <i>Suggest the minimum buffer be 4 times as wide as the sidewalk.</i></li> </ul> </li> <li>• What criteria are required and what is voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory with exceptions allowed only after ARB and Planning Board review of those exceptions.</i></li> </ul> </li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Signs at curb cuts: consistency in size and shape, clustered in one sign for group of stores in the plaza or strip, large enough that it can be read.</li> <li>• Wall signs consistent in size and shape</li> <li>• Consistency</li> <li>• No illumination after Job Lot heading south</li> <li>• Indirect signage</li> <li>• Minimize size, quantity, height, and light output per parcel</li> </ul>	<ol style="list-style-type: none"> <li>1. Amend the sign ordinance to allow a certain square footage of sign face and sign lighting per parcel.</li> <li>2. Amend the sign ordinance to require sign placement in a way that avoids sign cluttering.</li> <li>3. Restrict or prohibit the allowance of illuminated signs south(west) of the Job Lot Plaza.</li> </ol>	<ul style="list-style-type: none"> <li>• Does the sign allotment correspond to the number of businesses or the floor area of commercial or office space on the parcel? <ul style="list-style-type: none"> <li>• <i>Should correspond to the number of businesses</i></li> </ul> </li> <li>• Do you restrict illuminated signs east of the Job Lot Plaza or prohibit them completely? <ul style="list-style-type: none"> <li>• <i>Suggest they be restricted to commercial intersections only, east of the Job Lot</i></li> </ul> </li> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory</i></li> </ul> </li> </ul>
Building Design	<ul style="list-style-type: none"> <li>• Select palette of natural like materials: stone, metal, wood, glass. No bright colors like orange, yellow, red, or lime green</li> <li>• New current/timeless design where growth is anticipated</li> </ul>	<ol style="list-style-type: none"> <li>1. Consider design guidelines that encourage or require the following: <ul style="list-style-type: none"> <li>• Natural materials and neutral color palettes</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory</i></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Transition area</li> <li>• Low profile (2 story max) to blend with the surrounding residential/commercial structures</li> <li>• Minimize box shapes. Add bump outs, roofline variations for visual interest</li> <li>• Use more natural materials such as stone, colored brick, wood, etc.</li> <li>• Use of solar panels is fine but must be hidden from street views</li> </ul>	<ul style="list-style-type: none"> <li>• Siding textures</li> <li>• Street facing facades with embellishment</li> <li>• Bump outs, variations to flat building sides, roofline variations</li> <li>• Masking of solar panels</li> </ul> <ol style="list-style-type: none"> <li>2. Consider the current building height allowance and what is appropriate for the area to incorporate into a new zoning district</li> <li>3. Restrict the use of roof mounted solar panels to those roofs not visible from Route One.</li> </ol>	
<h3>Building Massing and Scale</h3>	<ul style="list-style-type: none"> <li>• Possibly an arcade at the street level, break down the façade in smaller distinct pieces</li> <li>• Avoid the look of the big box</li> <li>• Possibly sloped roofs on one- and two-story buildings</li> <li>• Taller buildings: create a base (arcade street level), body (punctured windows), top (more glass, set back) sloped or flat roof.</li> <li>• Hide roof top equipment</li> <li>• Uses will predicate, preferable that similarities in uses will be clumped together</li> <li>• Minimize height to 2 stories, break up monolithic flat wall structures</li> </ul>	<ol style="list-style-type: none"> <li>1. Draft design guidelines that address building massing and scale and ensure that large structures are designed in such a way as to break up the massing of the building through facades, bump outs, and other techniques.</li> <li>2. Require sloped roofs for 2 story buildings and anything taller (if allowed) must screen rooftop equipment.</li> </ol>	<ul style="list-style-type: none"> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory with exceptions allowed only after ARB and Planning Board review of those exceptions.</i></li> </ul> </li> </ul>
<h3>Building Setbacks</h3>	<ul style="list-style-type: none"> <li>• Enough setback for a green buffer from the street and or sidewalk with arcade</li> <li>• Favor continuity between adjacent lots</li> <li>• Possible parking in the back or side. Consolidate parking back-to-back in adjacent lots and landscape back-to-back on adjacent lots</li> <li>• Allow for maximum streetscape onto state or town owned property</li> <li>• Vary setbacks to allow parking to be placed behind buildings</li> <li>• Automobile dealer lots should have a larger setback requirement from street view</li> <li>• Eliminate telephone poles from sidewalk/curb areas (relocate or bury)</li> <li>• Consider installing a pedestrian bridge across Route One to connect shopping areas</li> </ul>	<ol style="list-style-type: none"> <li>1. Coordinate building setbacks with landscaping areas to ensure ample room is provided for landscaping and proper sight distances, but not so far as to preclude parking behind buildings. Build flexibility in the requirements will allow for a site-by-site assessment.</li> <li>2. Encourage or require connectivity between lots to allow for local businesses traffic to move along the corridor without using Route One</li> <li>3. Encourage or require shared parking between adjacent sites to minimize the number of spaces constructed.</li> </ol>	<ul style="list-style-type: none"> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory with exceptions allowed only after ARB and Planning Board review of those exceptions.</i></li> </ul> </li> </ul>

# Transect 3: Neighborhood Edge



Design Considerations	Comments	Potential Standards	Gaps or Questions
Landscaping	<ul style="list-style-type: none"> <li>• Amenity space along the roadway (green space, pedestrian, bicycle)</li> <li>• Street trees</li> <li>• Slightly wider sidewalks</li> <li>• Landscape strip between parking and sidewalks</li> <li>• Historic lanterns that match downtown (could businesses sponsor them)</li> <li>• Create green buffer at least 30-50 feet along lot frontage on Route One.</li> <li>• Continuity of buffer between adjacent lots wherever possible to make the green buffer longer</li> <li>• Possibly pedestrian path and bicycle path</li> <li>• Open state land if available for secondary travel for neighborhoods</li> <li>• Screen/create buffer to the single-family homes</li> <li>• Create visual entry and exit areas for larger developments</li> </ul>	<ol style="list-style-type: none"> <li>1. Develop a streetlight program to continue downtown street lighting style through the Route One Corridor providing an opportunity for businesses sponsorship.</li> <li>2. Identify locations along the roadway where there is ROW space that could be purchased and/or utilized as green space or a shared use path.</li> <li>3. Require ample screening between any commercial and residential use</li> </ol>	<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>Not sure. Suggest this area remain non-commercial. Discussion of present/future non-commercial guidelines should be conducted. The landscaping suggestion in the section appear suited to this transect if reference to new commercial use is deleted.</i></li> </ul> </li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Signs at curb cuts: consistency in size and shape, clustered in one sign for group of stores in the plaza or strip, large enough that it can be read.</li> <li>• Wall signs consistent in size and shape</li> <li>• Better signage for major areas of interest (Chamber, middle school)</li> <li>• Mostly residential area, recommend restriction/prohibition of lighted signage</li> <li>• Keep size and quantity very limited per parcel</li> </ul>	<ol style="list-style-type: none"> <li>1. Prohibit lighted signs in this area due to proximity to residential homes fronting on Route One</li> <li>2. Limit the number and size of any signs in this area to the residential nature</li> </ol>	<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>Not sure. Suggest this area remain non-commercial. Discussion of present/future non-commercial guidelines should be conducted. The landscaping suggestion in the section appear suited to this transect if reference to new commercial use is deleted.</i></li> </ul> </li> </ul>
Building Design	<ul style="list-style-type: none"> <li>• Select palette of natural like materials: stone, metal, wood, glass. No bright colors like orange, yellow, red, or lime green</li> <li>• Consistent screening</li> <li>• Restrict both commercial and residential structures to maximum of 2 stories</li> <li>• No box structures, use varied natural materials, vary wall and roof lines</li> </ul>	<ol style="list-style-type: none"> <li>1. Limit commercial uses and require ample screening to residentially used properties</li> </ol>	<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>Not sure. Suggest this area remain non-commercial. Discussion of present/future non-commercial guidelines should be conducted. The landscaping suggestion in the section appear suited to this transect if reference to new commercial use is deleted.</i></li> </ul> </li> </ul>

<p><b>Building Massing and Scale</b></p>	<ul style="list-style-type: none"> <li>• Possibly sloped roofs on one- and two-story buildings</li> <li>• Taller buildings: create a base (arcade street level), body (punctured windows), top (more glass, set back) sloped or flat roof.</li> <li>• Hide roof top equipment</li> <li>• No big box stores</li> <li>• Use dependent transition area to residential</li> <li>• Prohibit high density housing on lots fronting Route One due to higher traffic and personnel movement. Safety consideration.</li> </ul>		<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>Request clarification of comment at left: Use dependent transition area to residential</i></li> </ul> </li> </ul>
<p><b>Building Setbacks</b></p>	<ul style="list-style-type: none"> <li>• Enough setback for a green buffer from the street and or sidewalk with arcade</li> <li>• Favor continuity between adjacent lots</li> <li>• Possible parking in the back or side. Consolidate parking back-to-back in adjacent lots and landscape back-to-back on adjacent lots</li> <li>• New developments pushed away from frontage</li> <li>• Use variable setbacks for cases where parking can be located behind buildings</li> </ul>		<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>Comments at left appear to be applicable to both commercial and non-commercial uses.</i></li> </ul> </li> </ul>

# Transect 4: Office/Retail Mixed-Use



Design Considerations	Comments	Potential Strategies	Gaps or Questions
Landscaping	<ul style="list-style-type: none"> <li>• Create wider green buffer at least 30-50 feet along lot frontage on Route One.</li> <li>• Continuity of buffer between adjacent lots wherever possible to make the green buffer longer</li> <li>• Continuity of buffer between Transect 3 and 4</li> <li>• Generate a sense of place</li> <li>• Dress up all commercial areas where state property exists</li> <li>• Automobile parking and dealership lots should have effective landscape barriers from street view</li> </ul>	<ol style="list-style-type: none"> <li>1. For site redevelopment applications consider requiring buffering strips along Route One at a width that is appropriate for each particular site.</li> <li>2. Develop a sidewalk standard that requires a minimum width of 8 feet with an allowance for wider sidewalks in areas where it is feasible and incorporate a landscape strip between parking areas and sidewalk edges.</li> <li>3. Develop a streetlight program to continue downtown street lighting style through the Route One Corridor providing an opportunity for businesses sponsorship.</li> <li>4. Identify locations along the roadway where there is ROW space that could be purchased and/or utilized as green space or a shared use path.</li> <li>5. Develop an incentive program or yearly contest where property owners receive a tax rebate or an award for landscaping their property in areas visible from Route One.</li> <li>6. Require that any parking abutting the sidewalk have a grass strip or landscaped area to buffer the parking area.</li> <li>7. Develop and implement a design for a welcome area through signage and landscaping at the intersection of Route 78 and Route 1. State ROW land could be used for this purpose.</li> <li>8. Develop a street tree program that provides supplies for do-it-yourself or has a waiting list for an allotted number of trees each year.</li> </ol>	<ul style="list-style-type: none"> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory with exceptions allowed only after ARB and Planning Board review of those exceptions</i></li> </ul> </li> <li>• Is an 8-foot sidewalk sufficient? <ul style="list-style-type: none"> <li>• Yes</li> </ul> </li> <li>• Should it be wider? Should there be a minimum width for the landscape buffer between the sidewalk and parking areas? <ul style="list-style-type: none"> <li>• <i>Yes, the buffer should be 4 times the width of the sidewalk.</i></li> </ul> </li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Recognize main entry points for commercial, smaller individual and directional signage within</li> <li>• Minimize size, height, and light output per parcel</li> </ul>	<ol style="list-style-type: none"> <li>1. Amend the sign ordinance to allow a certain square footage of sign face and sign lighting per parcel.</li> <li>2. Amend the sign ordinance to require sign placement in a way that avoids sign cluttering.</li> </ol>	<ul style="list-style-type: none"> <li>• Does the sign allotment correspond to the number of businesses or the floor area of commercial or office space on the parcel? <ul style="list-style-type: none"> <li>• <i>By the number of businesses</i></li> </ul> </li> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory with exceptions allowed only after ARB and Planning Board review of those exceptions</i></li> </ul> </li> </ul>
Building Design	<ul style="list-style-type: none"> <li>• Select palette of natural like materials: stone, metal, wood, glass. No bright colors like orange, yellow, red, or lime green</li> <li>• Need more consistency, texture, glazing</li> <li>• Current and timeless improvements</li> </ul>	<ol style="list-style-type: none"> <li>1. Consider design guidelines that encourage or require the following: <ul style="list-style-type: none"> <li>• Natural materials and neutral color palettes</li> <li>• Siding textures</li> <li>• Street facing facades with embellishment</li> <li>• Bump outs, variations to flat building sides, roofline variations</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory</i></li> </ul> </li> </ul>

		<ol style="list-style-type: none"> <li>2. Consider the current building height allowance and what is appropriate for the area to incorporate into a new zoning district</li> <li>3. Restrict the use of roof mounted solar panels to those roofs not visible from Route One.</li> </ol>	
Building Massing and Scale	<ul style="list-style-type: none"> <li>• Possibly an arcade at the street level, break down the façade in smaller distinct pieces</li> <li>• Avoid the look of the big box</li> <li>• Possibly sloped roofs on one- and two-story buildings</li> <li>• Taller buildings: create a base (arcade street level), body (punctured windows), top (more glass, set back) sloped or flat roof.</li> <li>• Hide roof top equipment</li> <li>• Consistency</li> <li>• Need proportion and compatibility</li> <li>• Adjacent box store buildings should have vehicle access between lots</li> <li>• Adjacent parking lots should have trees and green/landscaped barrier islands throughout to break up view of asphalt fields and building walls from street</li> </ul>	<ol style="list-style-type: none"> <li>1. Draft design guidelines that address building massing and scale and ensure that large structures are designed in such a way as to break up the massing of the building through facades, bump outs, and other techniques.</li> <li>2. Require sloped roofs for 2 story buildings and anything taller (if allowed) must screen rooftop equipment.</li> </ol>	<ul style="list-style-type: none"> <li>• Do you want to make these mandatory or voluntary? <ul style="list-style-type: none"> <li>• <i>Mandatory with exceptions allowed only after ARB and Planning Board review of those exceptions</i></li> </ul> </li> </ul>
Building Setbacks	<ul style="list-style-type: none"> <li>• Enough setback for a green buffer from the street and or sidewalk with arcade</li> <li>• Favor continuity between adjacent lots</li> <li>• Possible parking in the back or side. Consolidate parking back-to-back in adjacent lots and landscape back-to-back on adjacent lots</li> <li>• Maximize frontage for green areas</li> <li>• Parking to the rear where underutilized</li> <li>• Variable to accommodate parking lots to be placed in rear of buildings</li> </ul>	<ol style="list-style-type: none"> <li>1. Coordinate building setbacks with landscaping areas to ensure ample room is provided for landscaping and proper sight distances, but not so far as to preclude parking behind buildings. Build flexibility in the requirements will allow for a site-by-site assessment.</li> <li>2. Encourage or require connectivity between lots to allow for local businesses traffic to move along the corridor without using Route One</li> <li>3. Encourage or require shared parking between adjacent sites to minimize the number of spaces constructed.</li> <li>4. Require or encourage parking be located in the rear of buildings when possible.</li> </ol>	<ul style="list-style-type: none"> <li>• Should parking to the rear of buildings be required or encouraged? <ul style="list-style-type: none"> <li>• <i>Highly encouraged</i></li> </ul> </li> </ul>

# Transect 5: Neighborhood Edge



Design Considerations	Comments	Potential Strategies	Gaps or Questions
Landscaping	<ul style="list-style-type: none"> <li>• Amenity space along the roadway (green space, pedestrian, bicycle)</li> <li>• Street trees</li> <li>• Slightly wider sidewalks</li> <li>• Landscape strip between parking and sidewalks</li> <li>• Historic lanterns that match downtown (could businesses sponsor them)</li> <li>• Screen residential</li> <li>• Make peripheral areas visually inviting</li> <li>• Create at least a 10-foot sidewalk and a 6-foot bike path</li> </ul>	<ol style="list-style-type: none"> <li>1. Develop a streetlight program to continue downtown street lighting style through the Route One Corridor providing an opportunity for businesses sponsorship.</li> <li>2. Identify locations along the roadway where there is ROW space that could be purchased and/or utilized as green space or a shared use path.</li> <li>3. Require ample screening between any commercial and residential use</li> </ol>	<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>I think this requires some discussion. I think it should stay non-commercial.</i></li> </ul> </li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Minimize directional signage to the beach areas</li> <li>• Since this stretch of road is a high-speed area with a sharp turn and exits, no signage should be located in this area that would distract drivers</li> </ul>		<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>Many of the comments in this section could very well apply to non-commercial use, so let them be considered.</i></li> </ul> </li> </ul>
Building Design	<ul style="list-style-type: none"> <li>• Commercial pushed off to the rear</li> <li>• Current and timeless, more textures and glass facades embellished</li> <li>• Do not recommend any commercial or residential building construction with access to or from Route One in this area for safety reasons</li> <li>• Use traditional theme and materials, wood, sloped roofs</li> </ul>		<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>Many of the comments in this section could very well apply to non-commercial use, so let them be considered.</i></li> </ul> </li> </ul>
Building Massing and Scale	<ul style="list-style-type: none"> <li>• Transition areas recognized</li> <li>• Break down façade to look like joined smaller buildings rather than one large building</li> <li>• Do not allow big boxes</li> </ul>		<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place? <ul style="list-style-type: none"> <li>• <i>Many of the comments in this section could very well apply to non-commercial use, so let them be considered.</i></li> </ul> </li> </ul>
Building Setbacks	<ul style="list-style-type: none"> <li>• Parking concealed to the rear</li> <li>• Maximize setbacks as much as possible</li> <li>• 30-foot setback landscaped with trees</li> </ul>		<ul style="list-style-type: none"> <li>• A significant portion of this area does not currently allow commercial uses. Are design guidelines needed if that zoning remains in place?</li> </ul>