

Planning for Housing Production in Amherst

THIRD COMMUNITY MEETING, DECEMBER 19, 2019



Why are we here tonight?

Provide a brief summary of the project, smart growth principles, and Chapter 40R.

Review the location selection process and results.

Obtain your perspectives on how we can make 40R work best in Amherst.

Discuss design guidelines and get your input.



What is the Planning for Housing Production project?

Technical assistance funding through the state's Housing Choice Initiative.

Follow-up implementation of the 2013 Housing Production Plan.

Focus on identifying development challenges and opportunities regarding particular sites as well as a potential 40R Smart Growth Overlay District.

Major consultant task areas include:

- Engage with Amherst residents, property owners and other housing stakeholders throughout the planning process.
- Prepare policy, procedural and zoning analyses.
- Develop design guidelines to protect community character.
- Prepare a draft bylaw.

What is smart growth?

Mix land uses.

Take advantage of compact design.

Create a range of housing opportunities and choices.

Create walkable neighborhoods.

Foster distinctive, attractive communities with a strong sense of place.





What is smart growth?

Preserve open space, farmland, natural beauty, and critical environmental areas.

Direct development towards enhancing distinctive community character.

Provide a variety of transportation choices.

Make development decisions fair, predictable, and cost effective.

Encourage community and stakeholder collaboration in development decisions.

What is 40R?

Chapter 40R allows municipalities to establish Smart Growth Overlay Districts based on certain requirements.

40R is an effective tool that allows mixed housing and commercial development to take place within the context of carefully planned guidelines developed with community participation.

Encourages compact, mixed-income, mixed-use, and by-right development in appropriate locations to better manage residential growth.

Lists eligible areas as near transit, city/town centers, commercial areas and other suitable locations.

Establishes density thresholds.

Provides financial incentives.



What are some other advantages of 40R?

Incorporates affordability requirements of at least 20%.

Allows a wide range of building/housing types.

Promotes energy efficiencies and other sustainability provisions.

Promotes greater walkability and access to goods, services, and amenities.

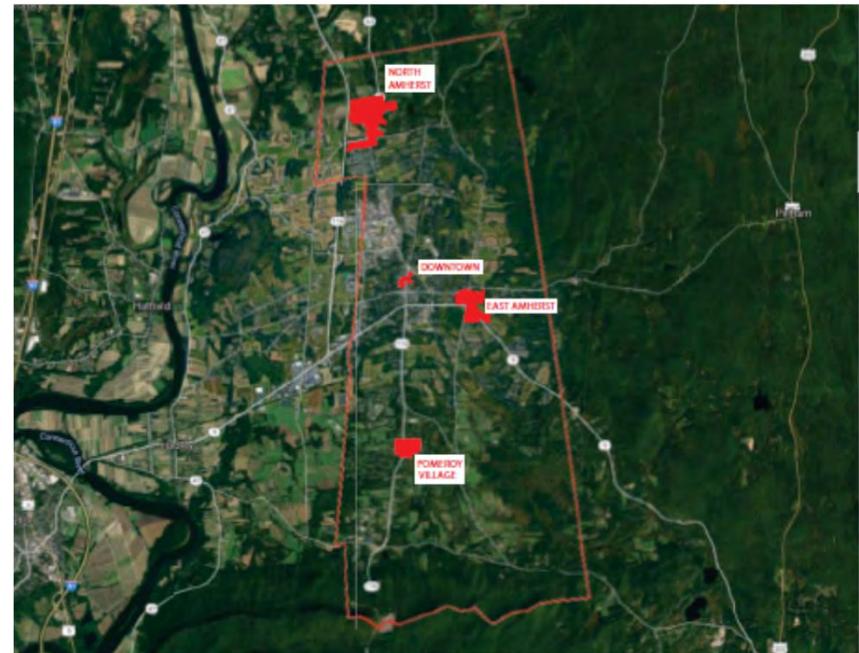
Offers good access to public transportation, bus lines in the case of Amherst.

Allows design controls through zoning guidelines.

What were the results of the selection process?

Areas under consideration included:

- Downtown
- North Amherst
- Pomeroy Village
- East Amherst



What were the results of the selection process?

Downtown edged out other areas and was selected as the first proposed 40R location.

All 4 areas did relatively well in the rankings that reflects sound input from project outreach.

Other 3 areas are contenders for future designation.

Downtown

- Met all of the top-ranking criteria.
- Strengths largely oriented towards existing density, compact development, and concentration of mixed uses already in place.
- Eager property owners.
- Excellent pedestrian access to public transportation, goods and services.
- Still recognized that there may be some political pushback and traffic issues with new development.
- Also recognized that design guidelines might help avoid some perceived design missteps and promote the inclusion of affordable housing that is not currently addressed in zoning.

What were the results of the selection process?

Areas for future consideration

North Amherst

- Placed 2nd in the rankings.
- Scored high on top-ranking criteria such as being in or near a mixed-use area, access to public transportation, eager property owners, and sufficient parking.
- Scored less well on walkability, complete streets, existing density, and compact development.
- Might also attract some political pushback and traffic problems.

Pomeroy Village

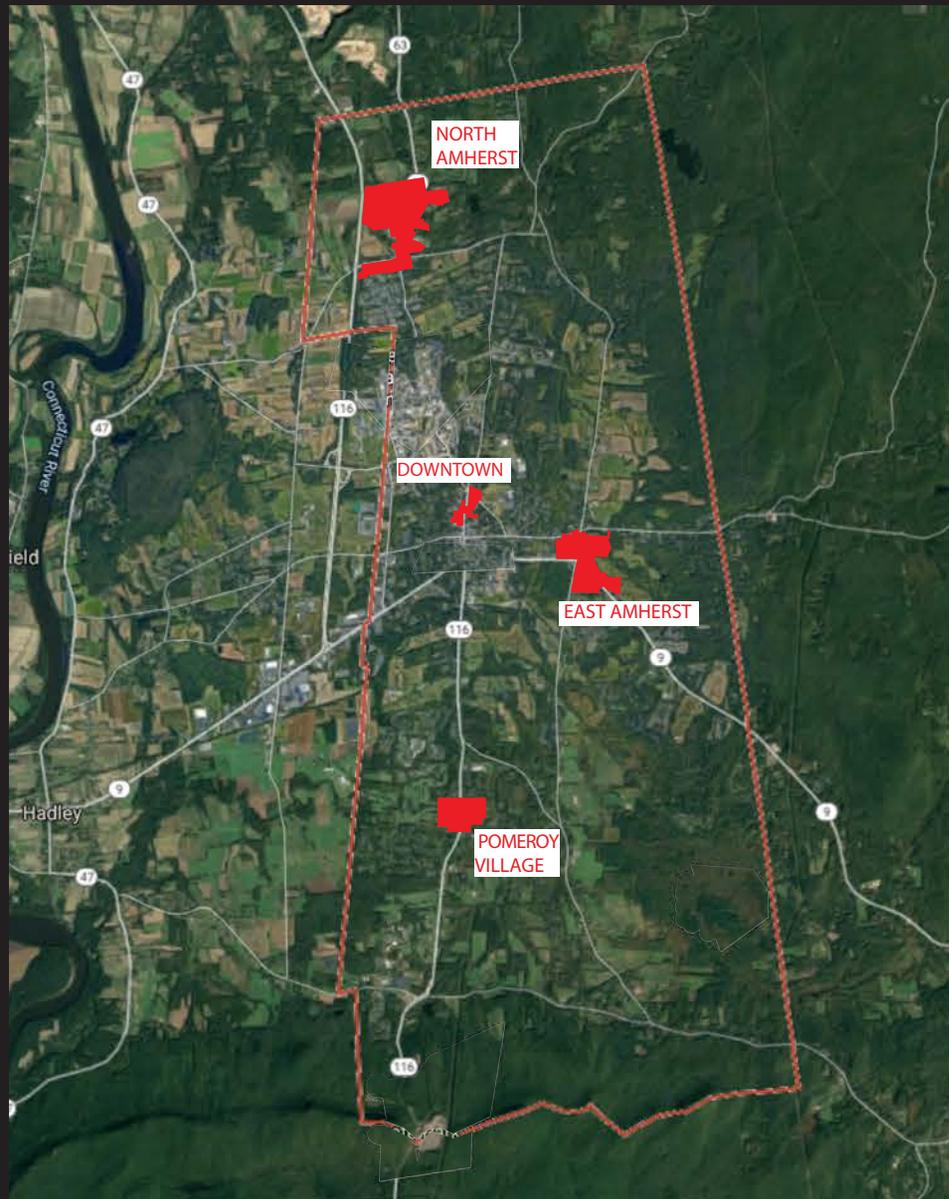
- Tied with East Amherst in the rankings.
- Scored high on most top-ranking criteria including access to public transportation and available parking.
- Lacks existing density and compact development and limited area zoned that permits commercial uses where apartments are allowed.
- Currently lacks property owners who are likely to move quickly on new development.
- Still represents an opportunity to create a new neighborhood with a wide range of housing types.

What were the results of the selection process?

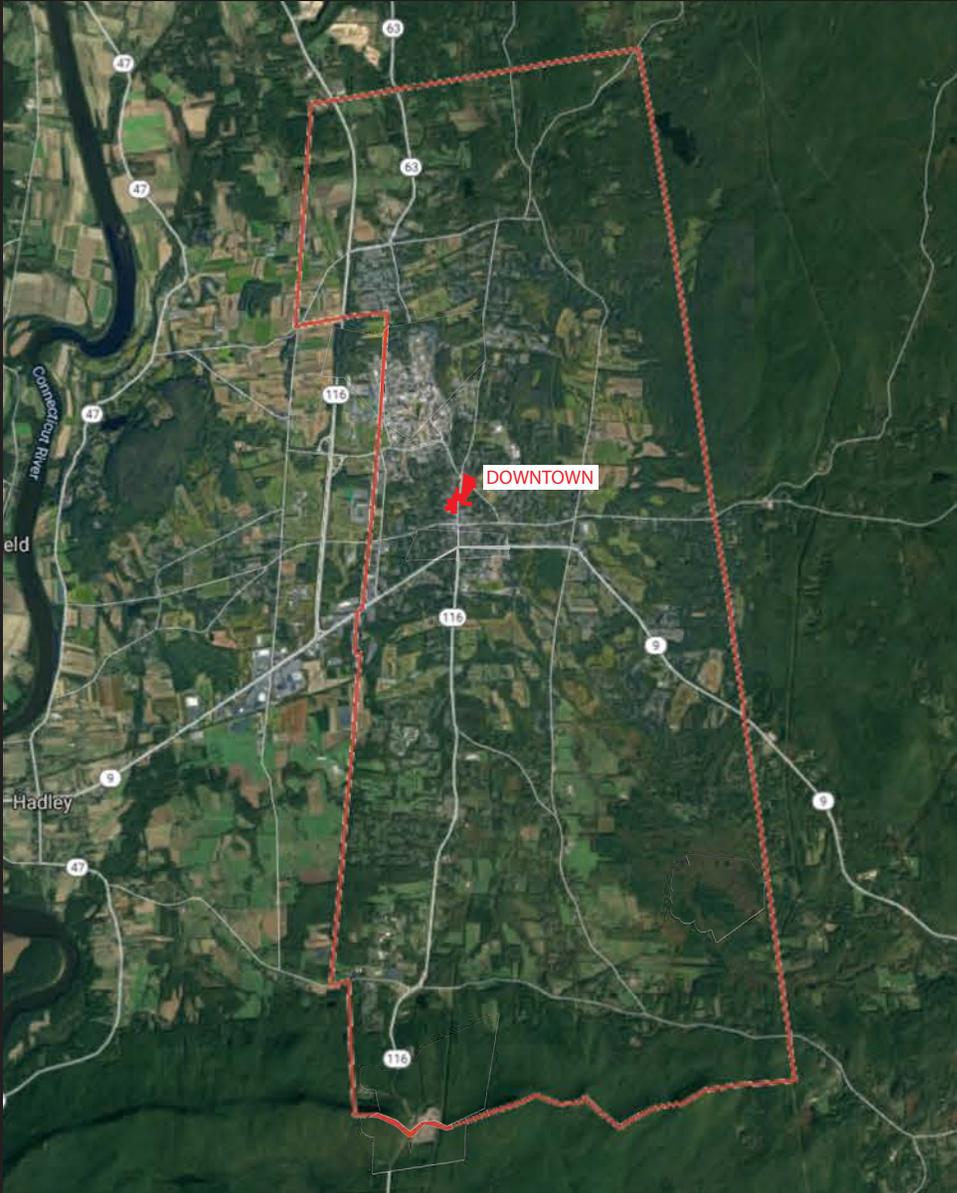
East Amherst

- Relatively similar results as Pomeroy Village.
- More likely has property owners with potential interest in moving forward on development.
- Has existing zoning that allows mixed uses.
- Is constrained along a commercial corridor that limits pedestrian access and various housing types.
- More limited amenities.

40R DISTRICTS CONSIDERED



DOWNTOWN 40R DISTRICT SELECTED

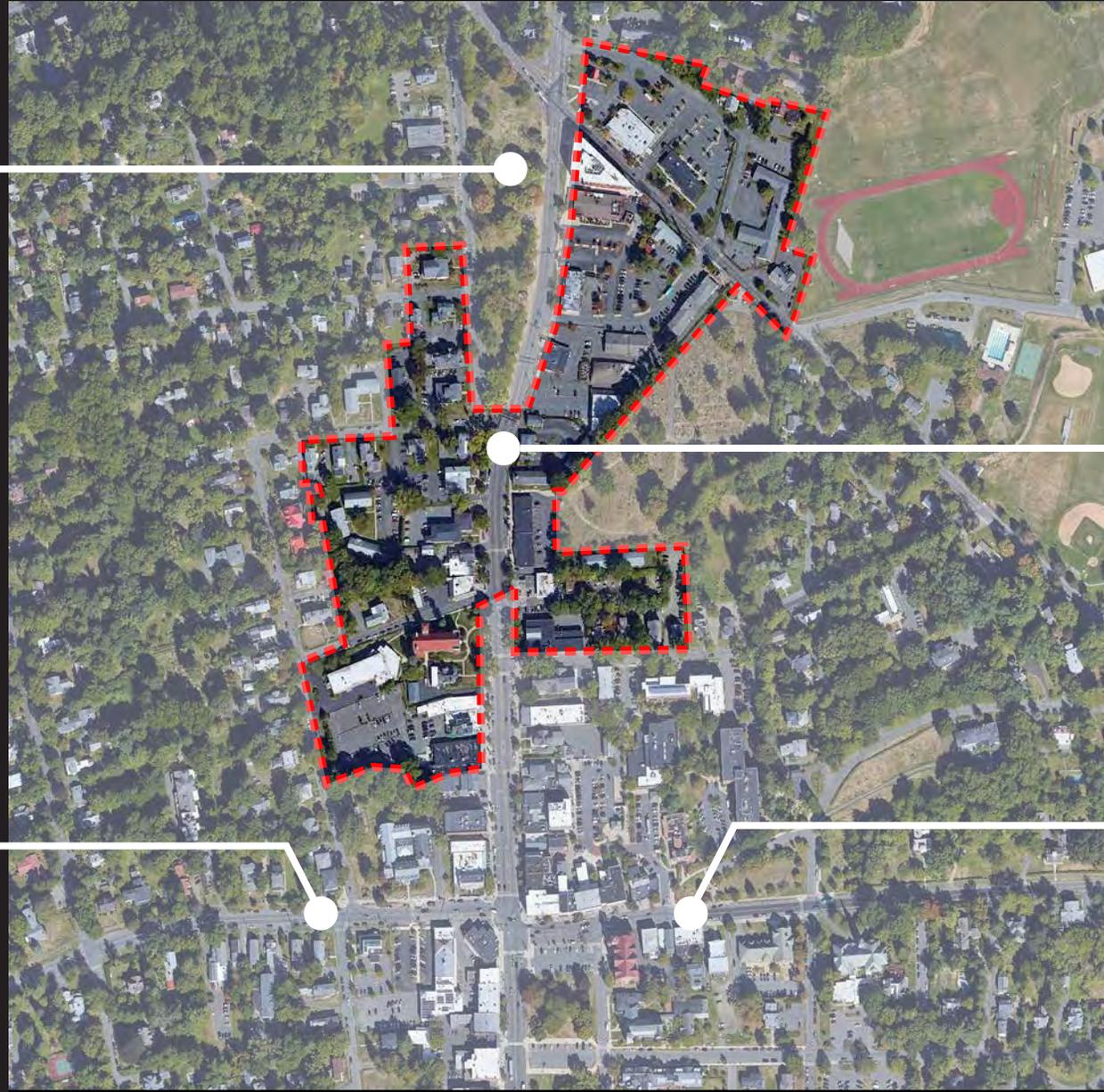


PRIMARY 40R DISTRICT GOALS

- PROTECT AND ENHANCE THE CHARACTER AND QUALITY OF LIFE IN AMHERST
- INCENTIVIZE THE DEVELOPMENT OF AFFORDABLE HOUSING IN AMHERST WITH INCLUSIONARY ZONING
- INCENTIVIZE THE DEVELOPMENT OF MORE HOUSING IN AMHERST – TO BRING DOWN COSTS
- STREAMLINE THE APPROVAL OF DEVELOPMENT PROPOSALS THAT MEET ESTABLISHED DESIGN GUIDELINES
- SUPPORT UTILIZATION OF PUBLIC TRANSPORTATION BY CLUSTERING DEVELOPMENT

PROPOSED DOWNTOWN 40R IN CONTEXT

KENDRICK PARK



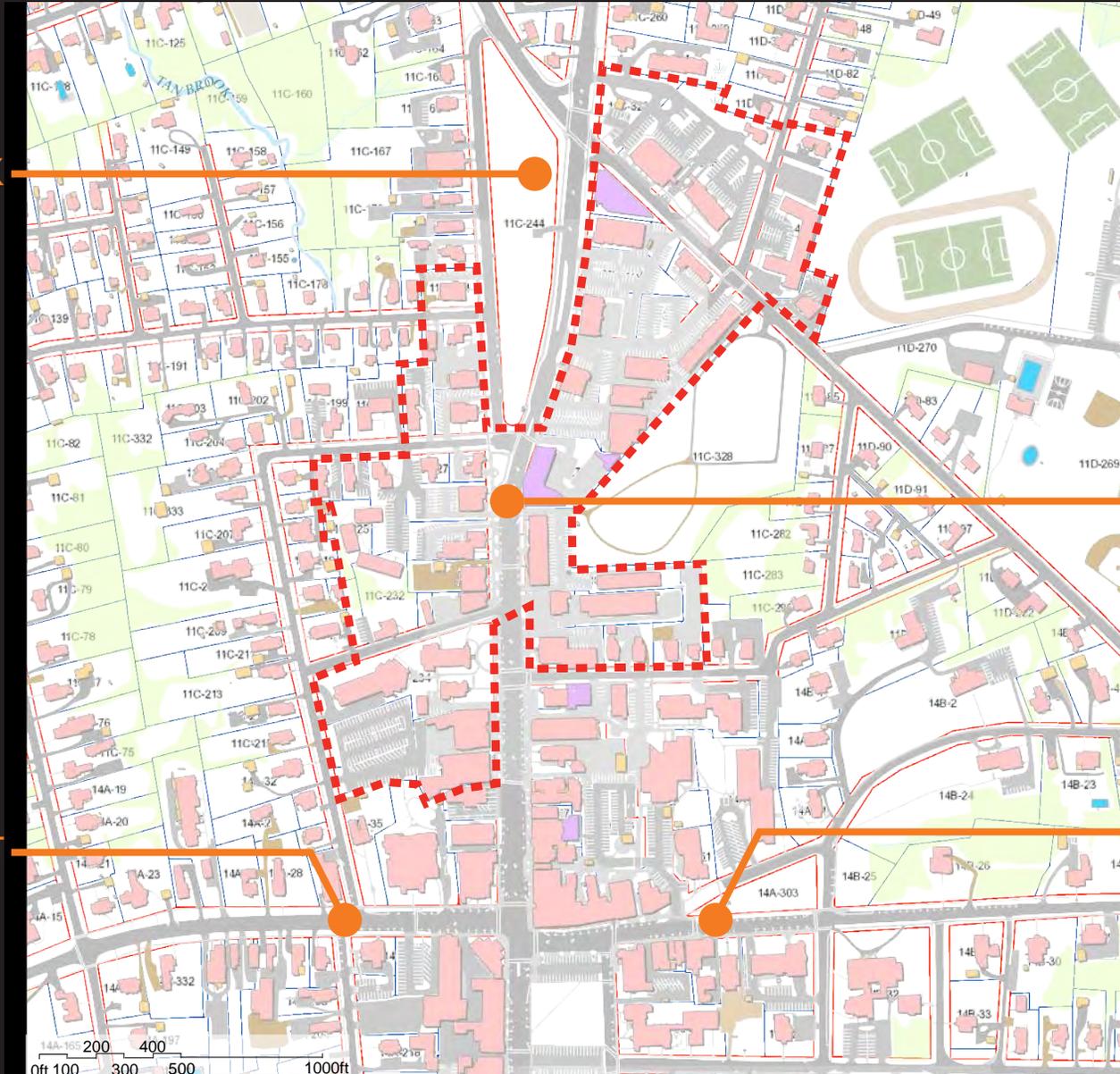
N. PLEASANT ST.

AMITY STREET

MAIN STREET

PROPOSED DOWNTOWN 40R PARCELS

KENDRICK PARK



N. PLEASANT ST.

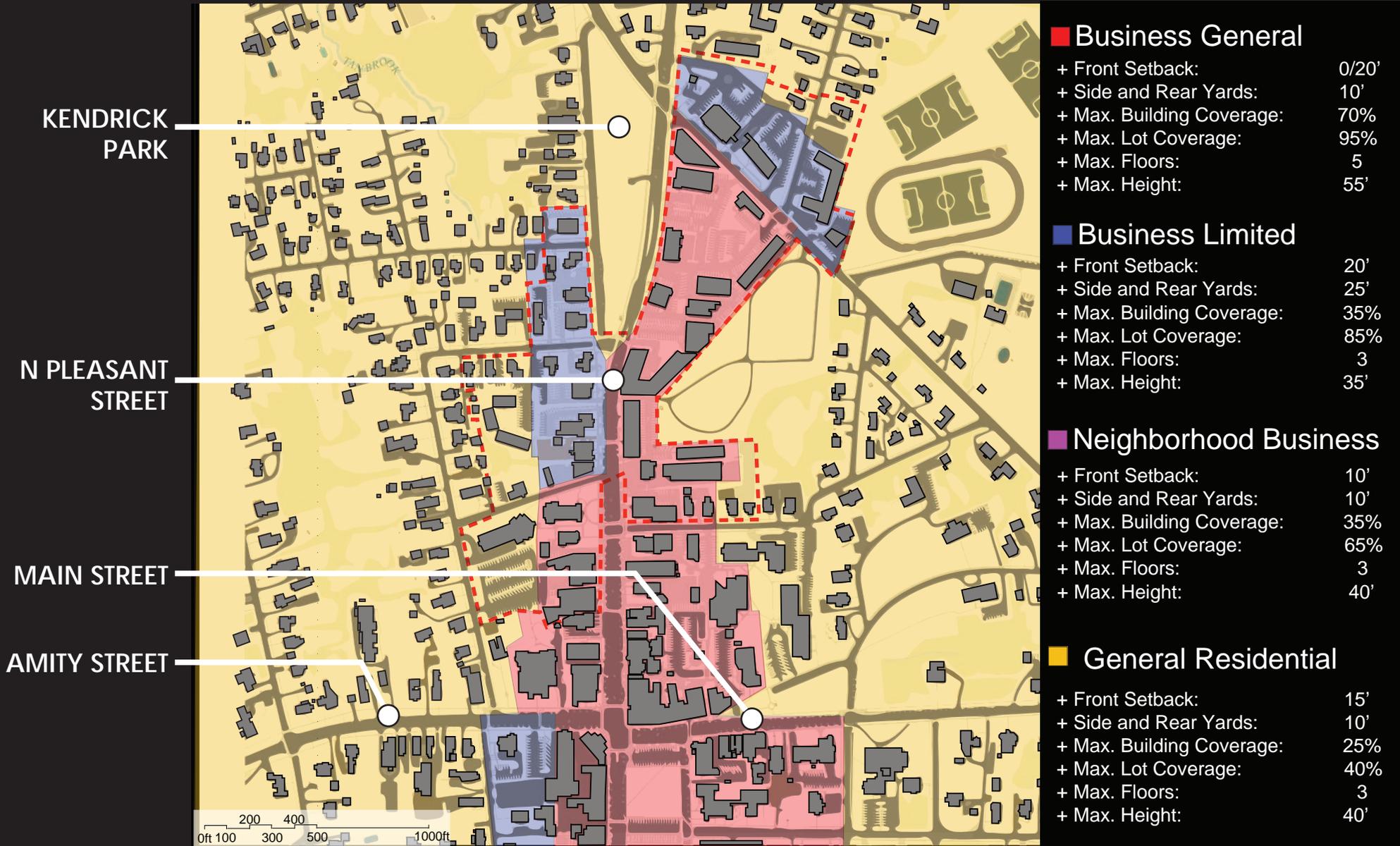
AMITY STREET

MAIN STREET

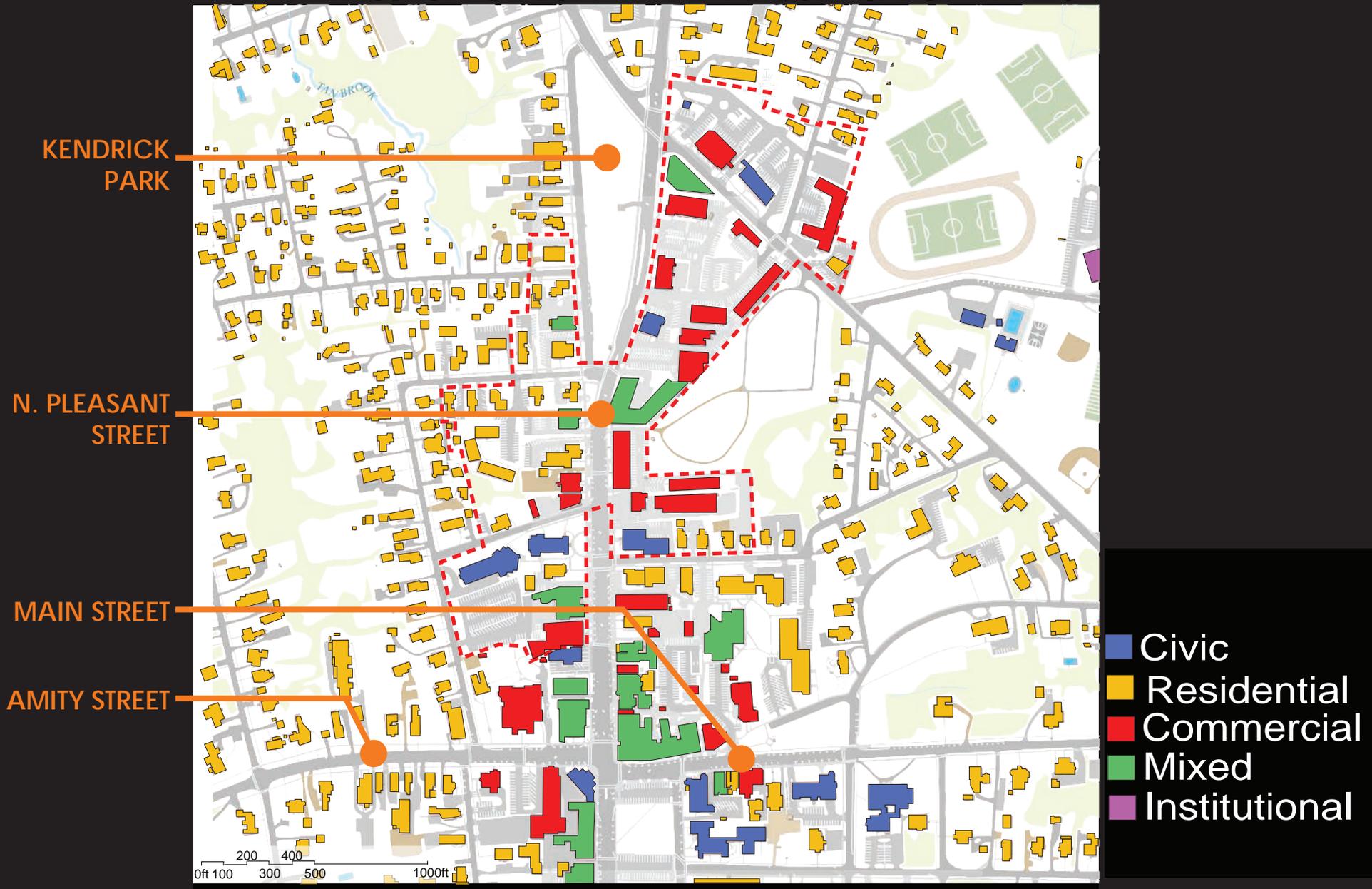
SECONDARY 40R DISTRICT GOALS

- IMPROVE THE VITALITY OF RETAIL AREAS BY BRINGING MORE PEOPLE DOWNTOWN AND OFFERING VARIETY
- ACCOMMODATE NEEDED PARKING WITH EFFICIENT LOT LAYOUTS LOCATED BEHIND BUILDINGS
- REQUIRE LANDSCAPING AND USABLE OPEN SPACE IN CRITICAL AREAS
- MAKE DOWNTOWN MORE PEDESTRIAN FRIENDLY

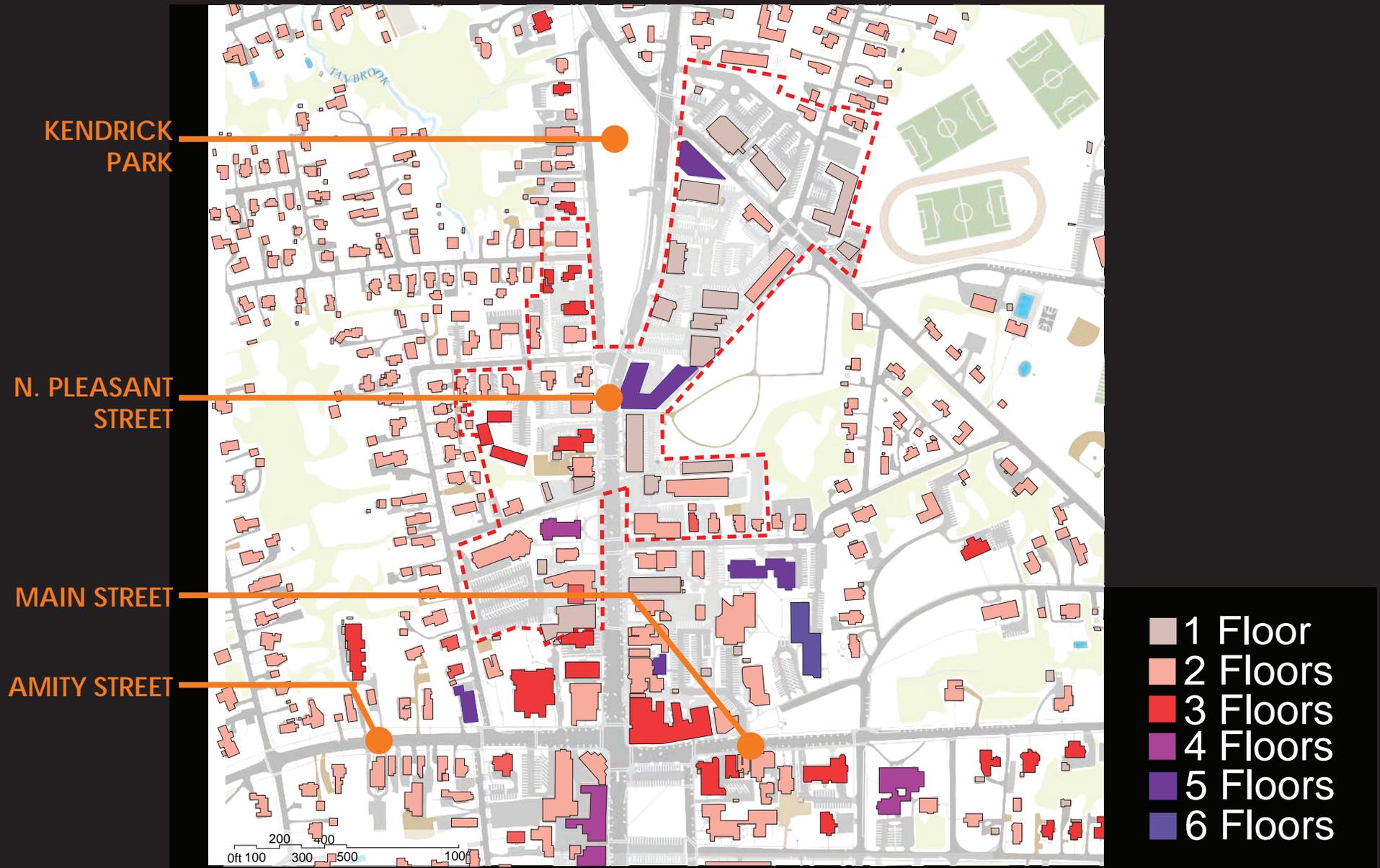
EXISTING 40R AREA ZONING MAP



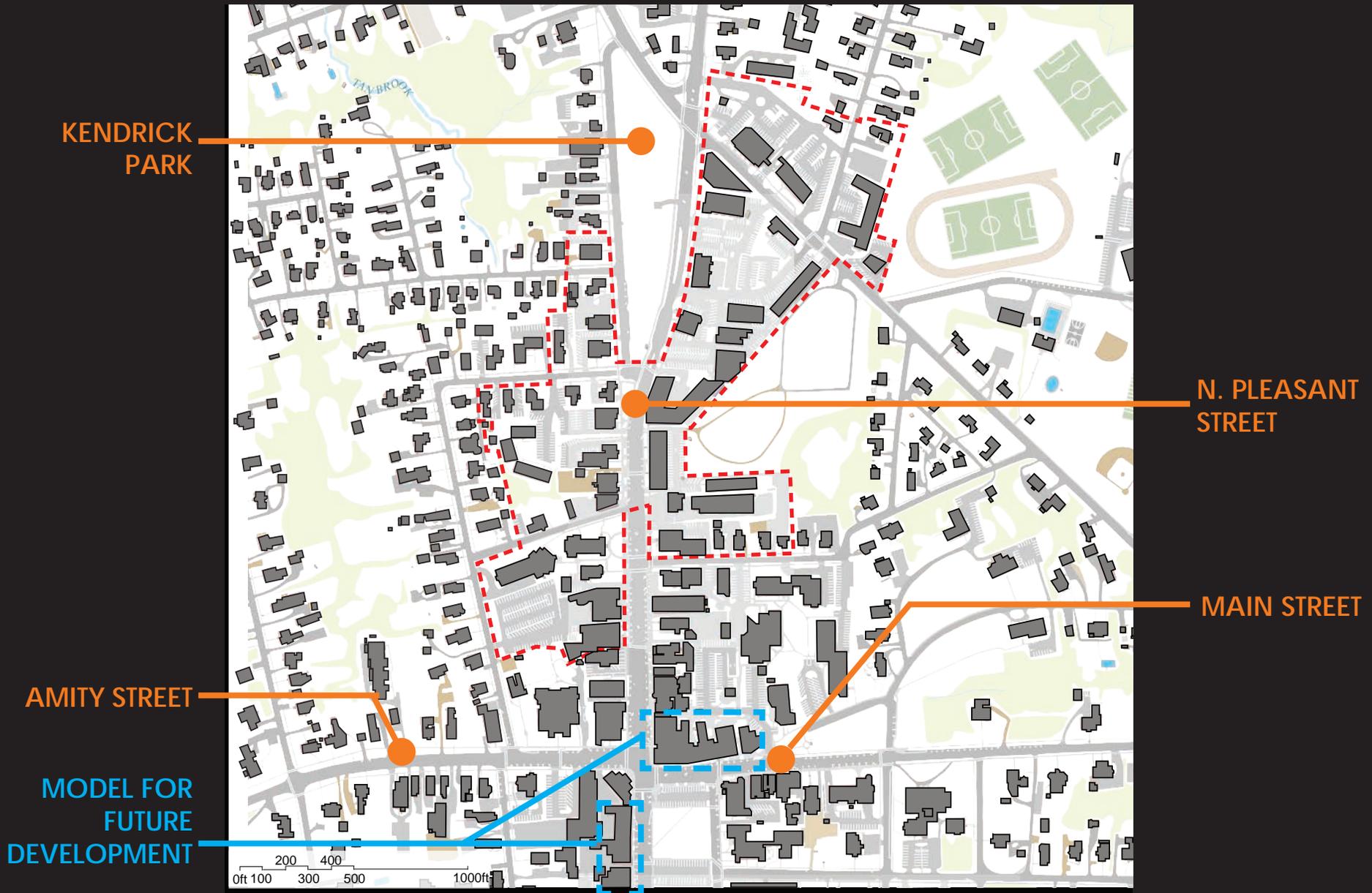
EXISTING 40R AREA BUILDING TYPES



EXISTING 40R AREA BUILDING HEIGHTS



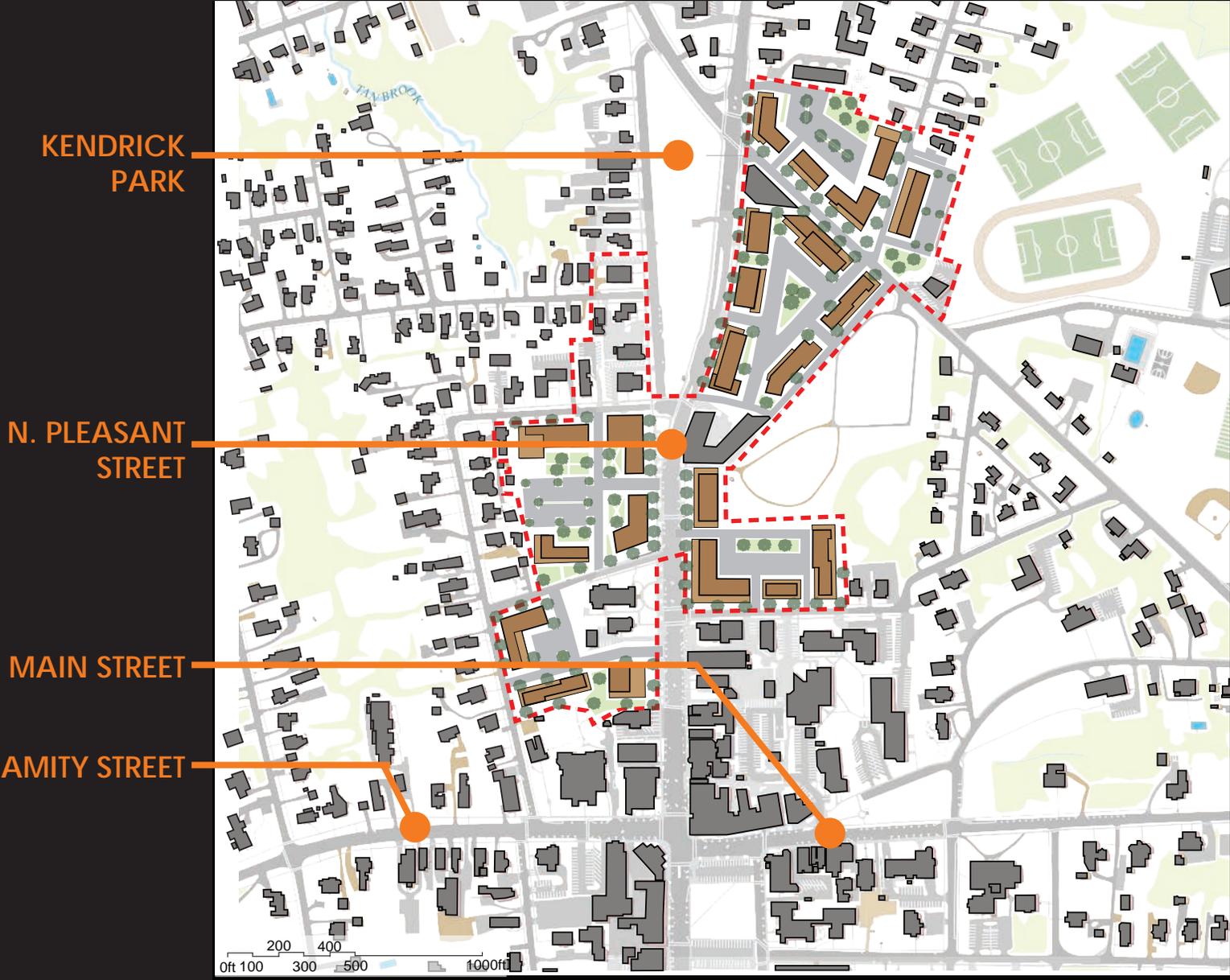
EXISTING 40R AREA BUILDING FOOTPRINTS



PLANNING DESIGN GUIDELINES

- **USE THE NORTHEAST CORNER OF MAIN ST. AND N. PLEASANT ST. AS A MODEL FOR NEW DEVELOPMENT**
- **REQUIRE RETAIL OR COMMERCIAL ON GROUND FLOORS ALONG N. PLEASANT ST WHEN FEASIBLE**
- **SET BUILDINGS BACK FROM STREETS 15' AND LIMIT HEIGHTS**
- **INSET ENTRIES & CORNERS IN APPROPRIATE LOCATIONS**
- **SET MAXIMUM LENGTH OF BUILDING FRONTAGES**
- **OFF-STREET PARKING LOTS HIDDEN BEHIND BUILDINGS**
- **PLANT TREES ALONG STREETS AND IN PARKING LOTS**
- **SET ASIDE USABLE OPEN SPACES**

POTENTIAL 40R AREA BUILD OUT



40R AREA AERIAL VIEW FROM NORTH

N. PLEASANT STREET

TRIANGLE STREET

KENDRICK PARK



40R EXISTING CONDITIONS DIGITAL MODEL FROM NORTH

N. PLEASANT STREET

TRIANGLE STREET

KENDRICK PARK



40R POTENTIAL BUILDOUT FROM NORTH

N. PLEASANT
STREET

TRIANGLE
STREET

KENDRICK
PARK



BUILDING MASSING GUIDELINES:

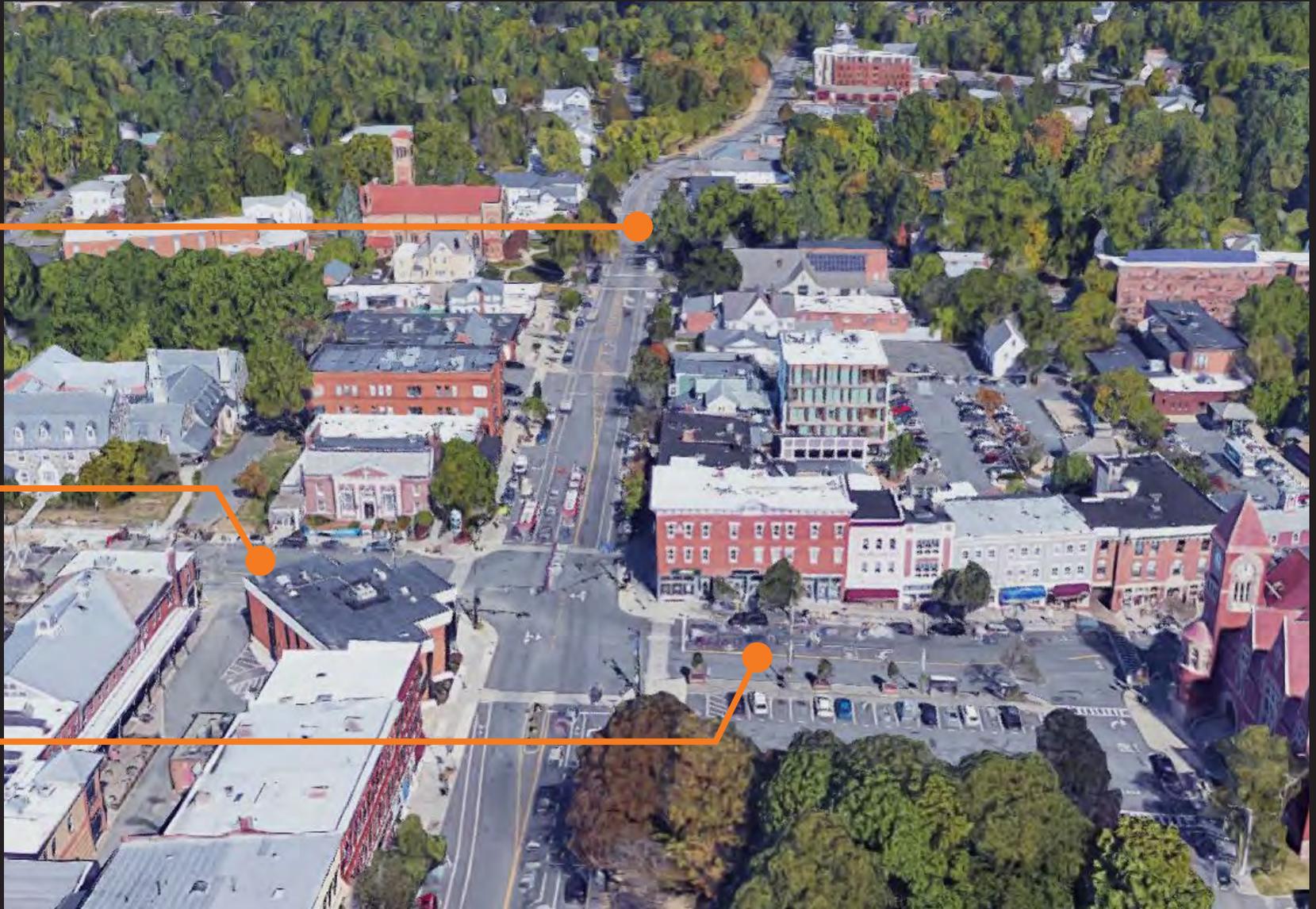
- **5 STORY MAXIMUM HEIGHT IN CENTER OF DOWNTOWN**
- **4 STORY MAXIMUM HEIGHT AT EDGE OF DOWNTOWN**
- **STEP DOWN TO 3 STORIES IN VICINITY OF SINGLE FAMILY RESIDENTIAL PROPERTY LINES**
- **BREAK DOWN MASSING WITH PROJECTIONS, RECESSES IN FACADES AND CHANGES IN ROOFLINE**
- **VERTICAL ARTICULATION OF FACADES AT REGULAR INTERVALS TO ECHO SCALE OF EXISTING ARCHITECTURE**

40R AREA AERIAL VIEW FROM SOUTH

N. PLEASANT STREET

AMITY STREET

MAIN STREET



40R EXISTING CONDITIONS DIGITAL MODEL FROM SOUTH



40R POTENTIAL BUILDOUT FROM SOUTH

N. PLEASANT STREET

AMITY STREET

MAIN STREET



NORTH PLEASANT AERIAL VIEW



N. PLEASANT
STREET

NORTH PLEASANT ST. EXISTING CONDITIONS DIGITAL MODEL

N. PLEASANT
STREET



40R POTENTIAL NORTH PLEASANT ST. BUILDOUT

N. PLEASANT
STREET



EAST PLEASANT ST. EXISTING CONDITIONS

TRIANGLE STREET

E. PLEASANT STREET



40R POTENTIAL EAST PLEASANT ST. BUILDOUT



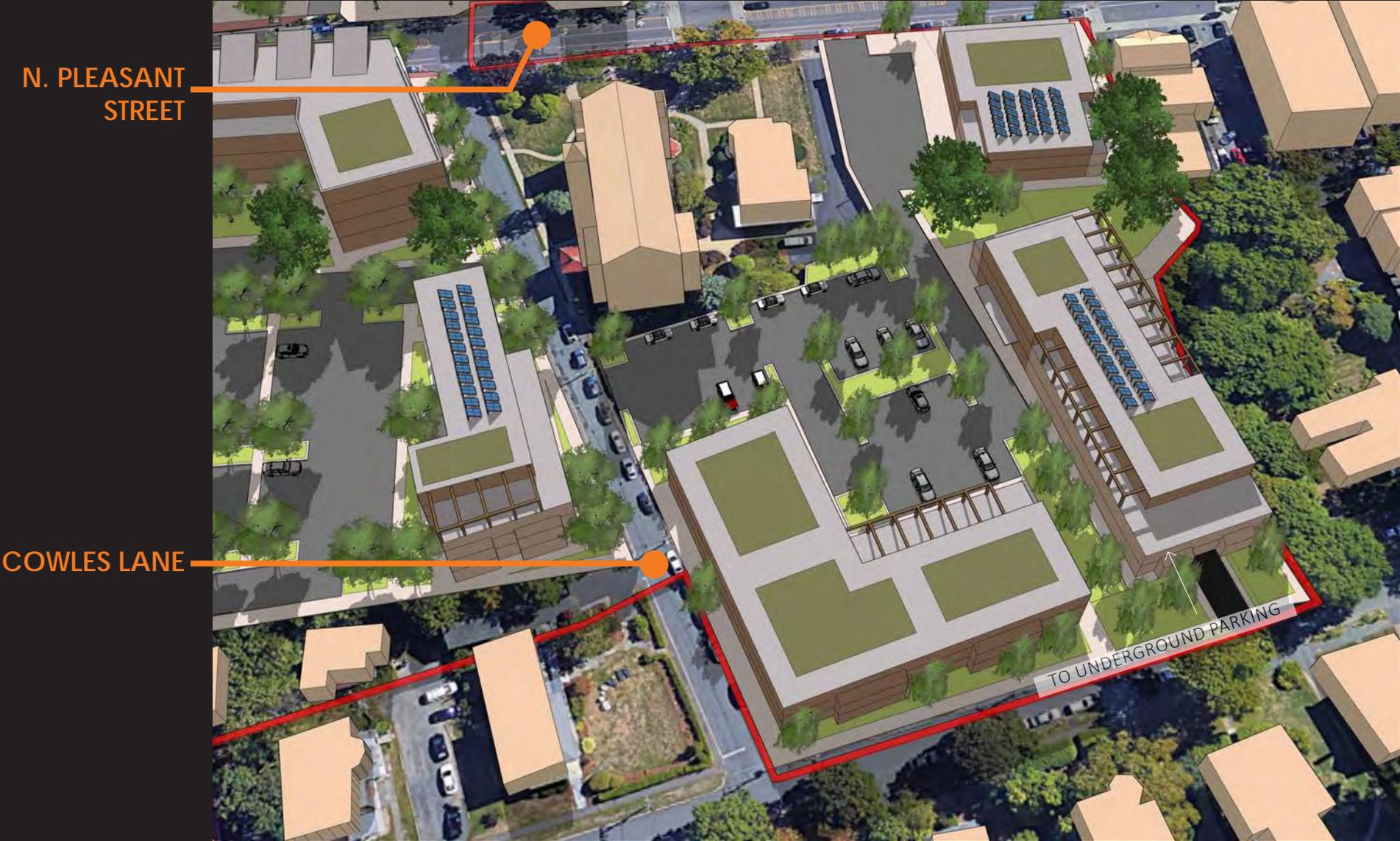
N. PLEASANT ST. EXISTING CONDITIONS

N. PLEASANT STREET

COWLES LANE



40R POTENTIAL N. PLEASANT ST BUILDOUT



40R POTENTIAL NORTH PLEASANT BUILDOUT

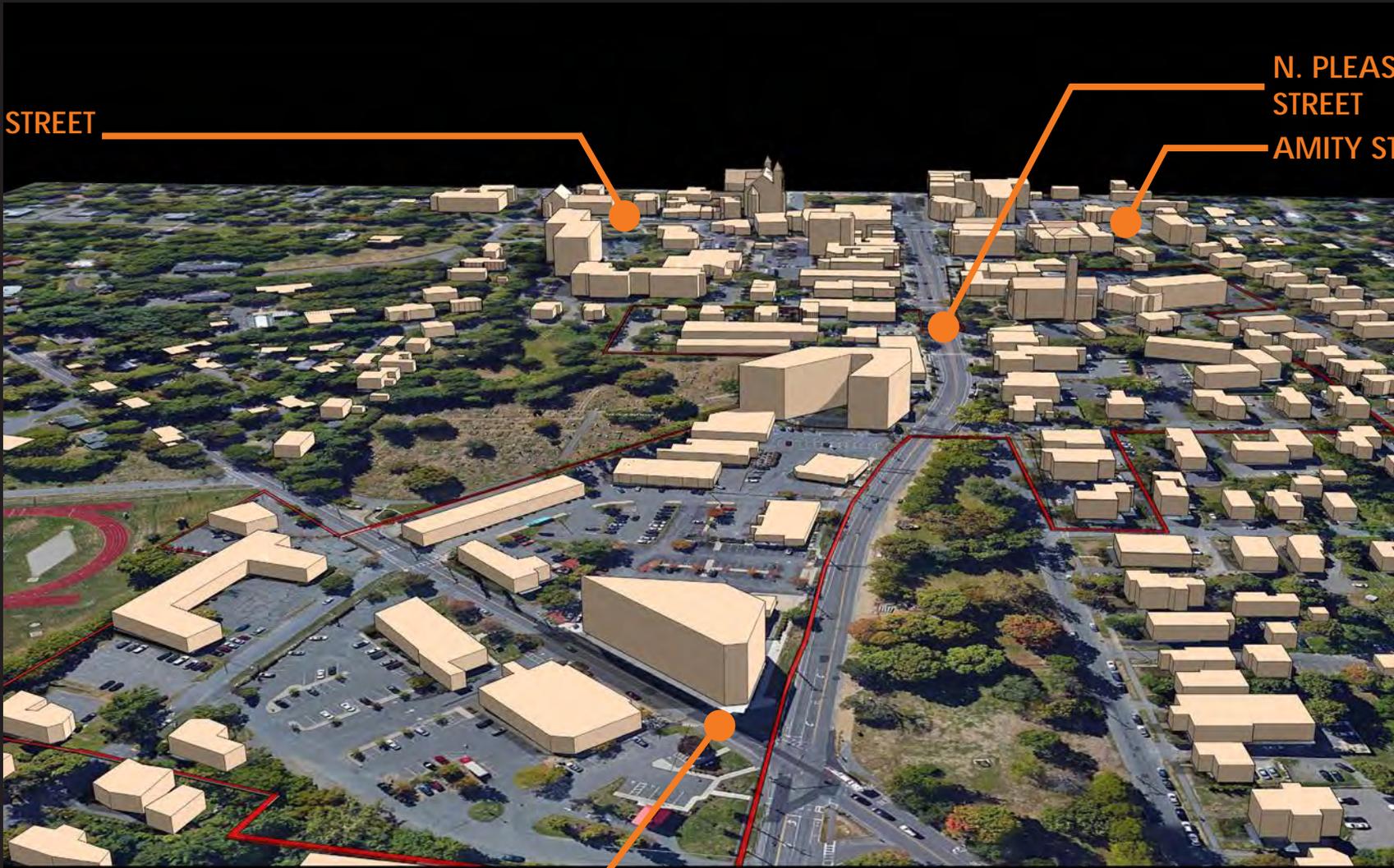


40R AREA EXISTING CONDITIONS 2019

MAIN STREET

N. PLEASANT STREET

AMITY STREET



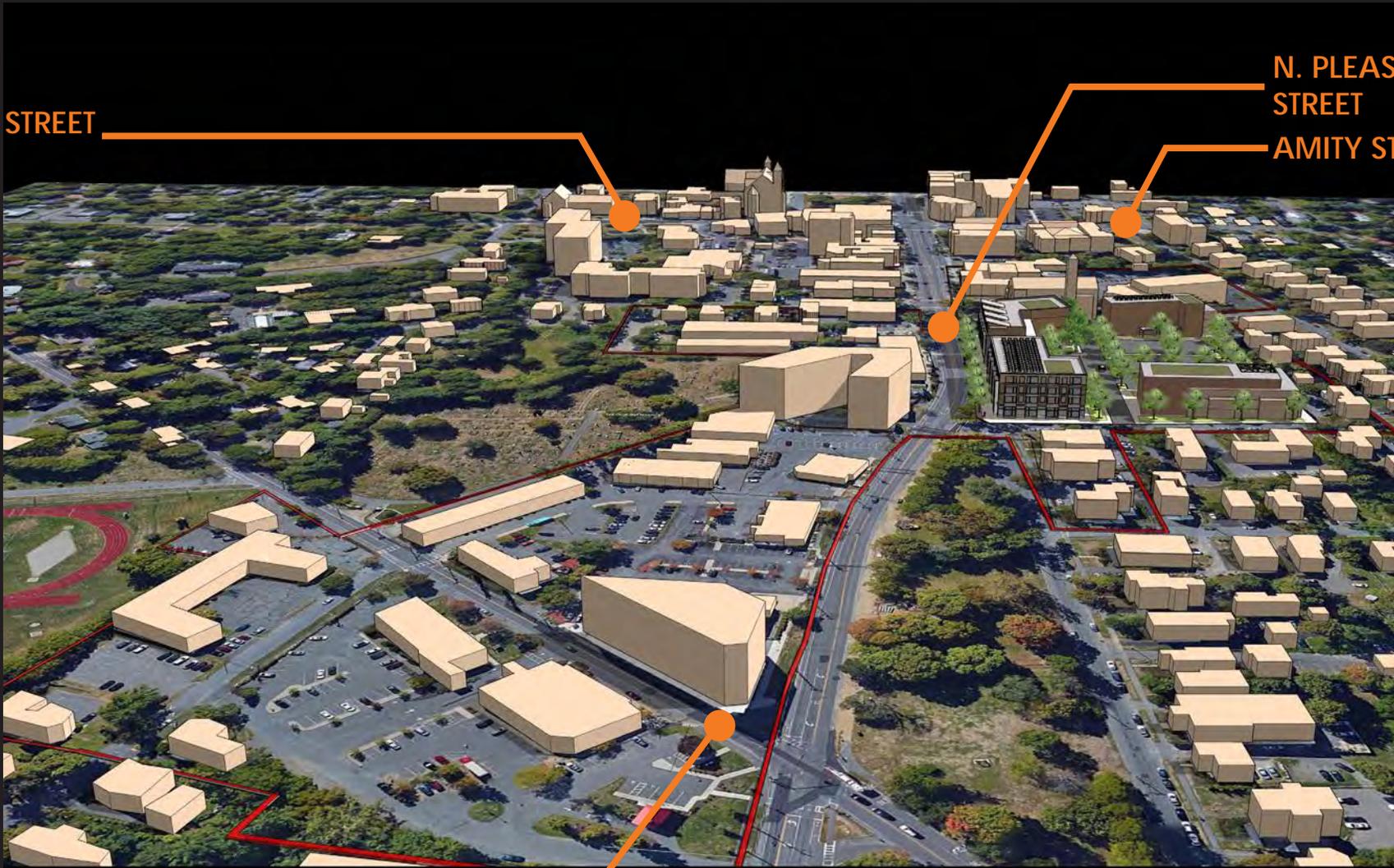
TRIANGLE STREET

40R INCREMENTAL DEVELOPMENT 2023

MAIN STREET

N. PLEASANT STREET

AMITY STREET



TRIANGLE STREET

40R INCREMENTAL DEVELOPMENT 2027

MAIN STREET

N. PLEASANT STREET

AMITY STREET



TRIANGLE STREET

40R INCREMENTAL DEVELOPMENT 2031

MAIN STREET

N. PLEASANT STREET

AMITY STREET



TRIANGLE STREET

40R INCREMENTAL DEVELOPMENT 2035

MAIN STREET

N. PLEASANT STREET

AMITY STREET



TRIANGLE STREET

40R INCREMENTAL DEVELOPMENT 2039

MAIN STREET

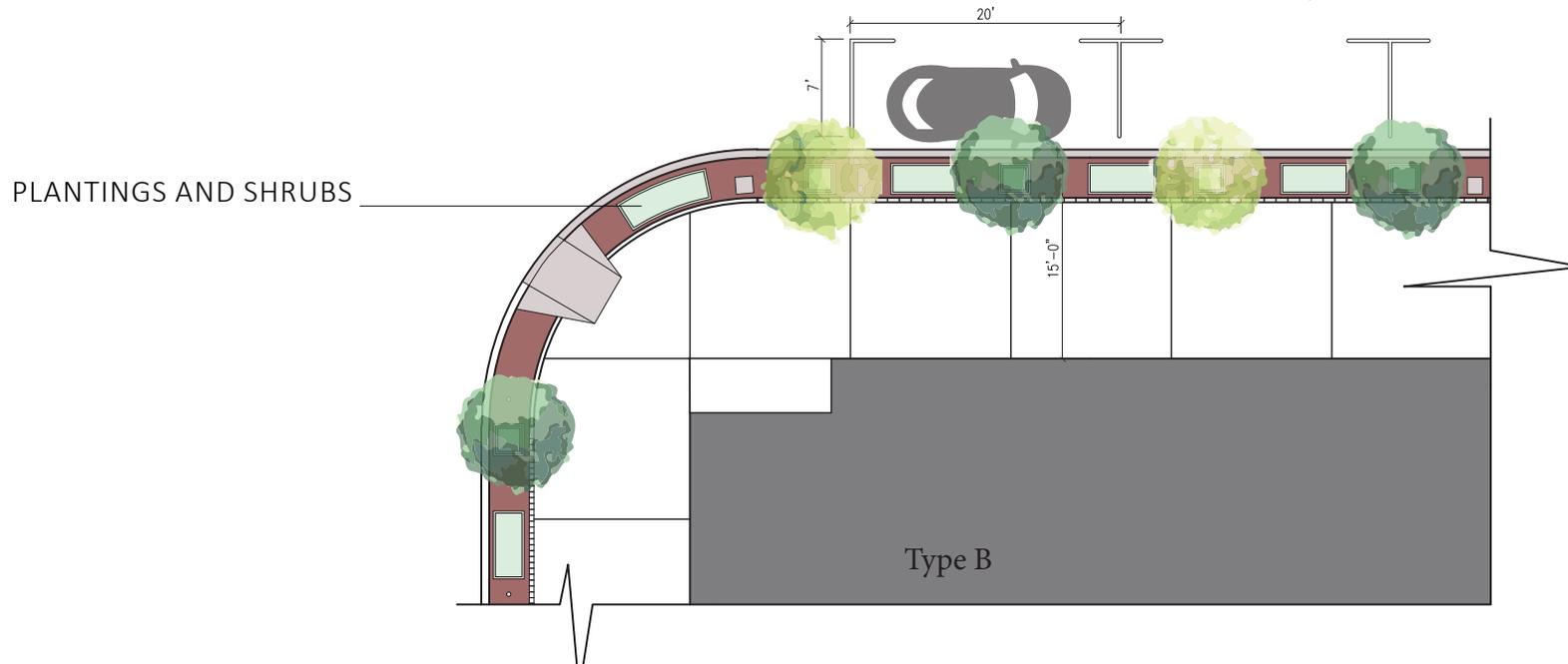
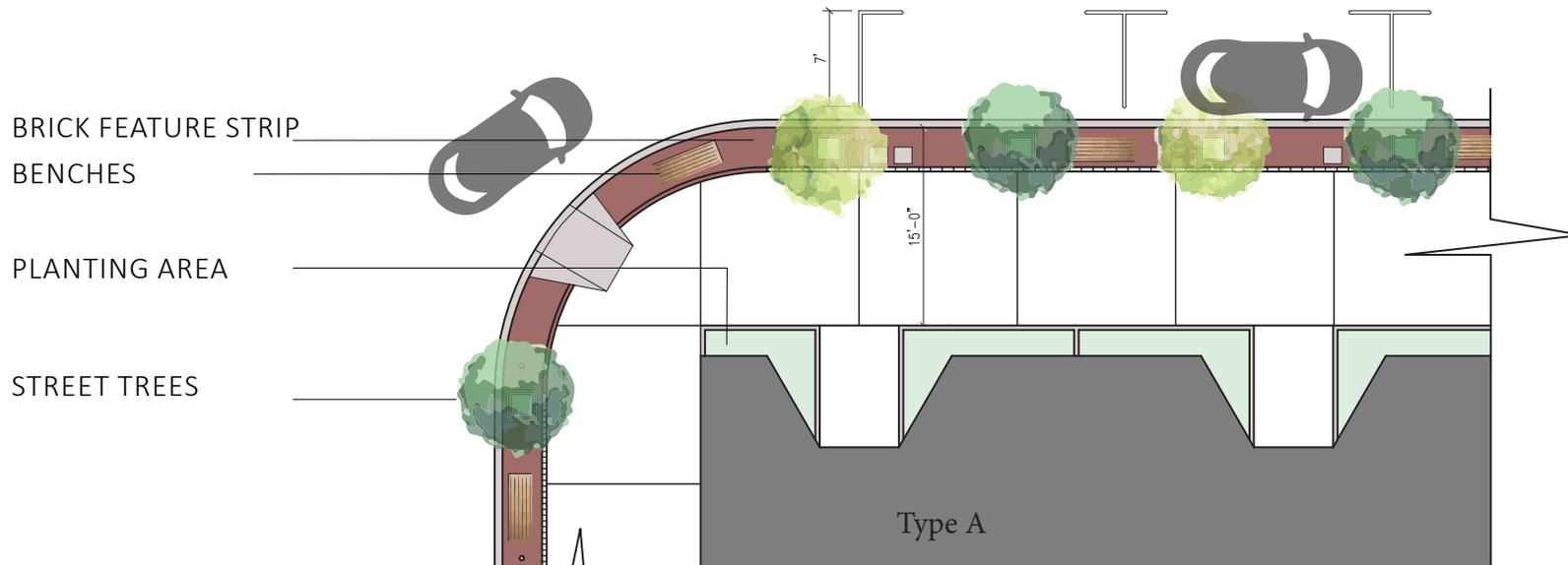
N. PLEASANT STREET

AMITY STREET



TRIANGLE STREET

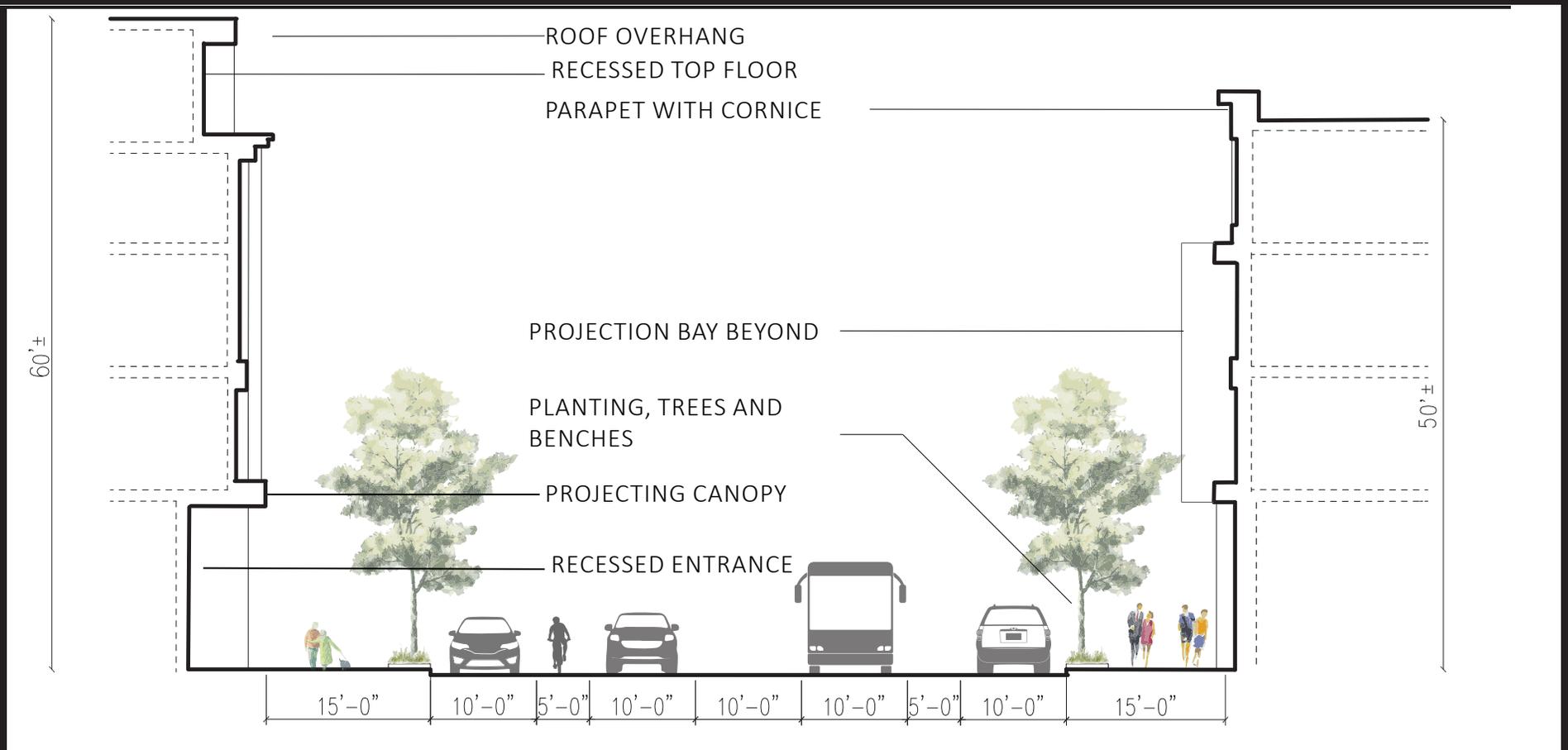
STREETSCAPE DESIGN GUIDELINES



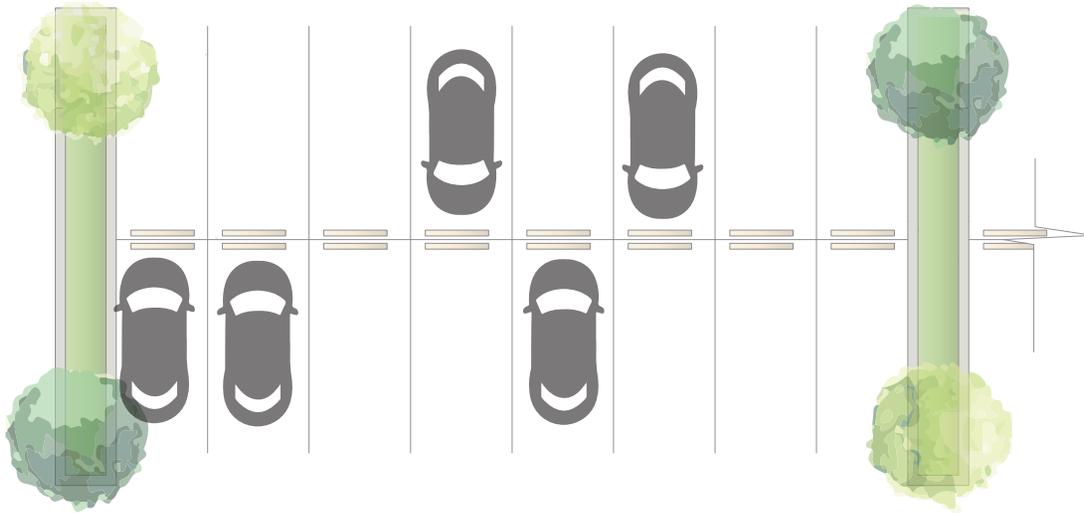
STREETSCAPE DESIGN GUIDELINE EXAMPLES



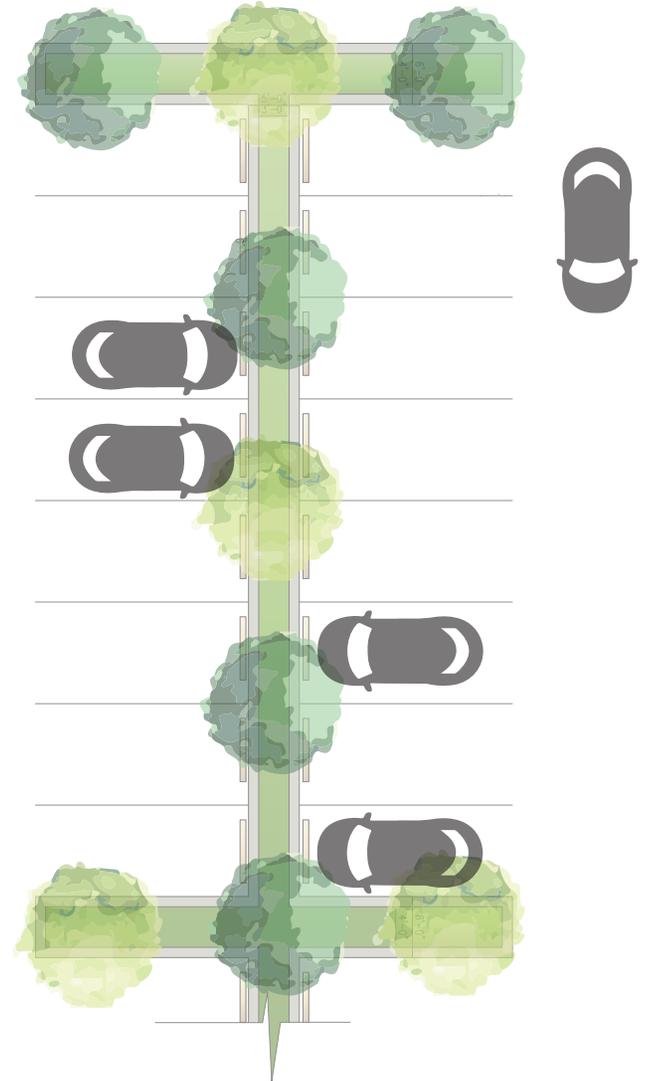
STREET SECTION DESIGN GUIDELINES



PARKING DESIGN GUIDELINES



LANDSCAPED END STRIPS



LANDSCAPED CENTRAL STRIP



LANDSCAPED END STRIPS AND SIDEWALK

BUILDING FAÇADE GUIDELINES:

- **OPEN UP GROUND FLOORS FACING THE STREET WITH APPROXIMATELY 75% GLAZING**
- **CHANGE MATERIAL, COLORS AND ARTICULATION BETWEEN GROUND AND UPPER FLOORS**
- **ADD PROJECTING CANOPIES OR HORIZONTAL FAÇADE ELEMENTS BETWEEN GROUND AND UPPER FLOORS**
- **CHANGE MATERIAL, COLOR OR ARTICULATION BETWEEN TOP FLOORS AND LOWER FLOORS**
- **DIFFERENTIATE FAÇADE TREATMENT AT STREET CORNERS**
- **LIMIT SIGNAGE WITH SIGNAGE GUIDELINES**

FAÇADE DESIGN GUIDELINES:

ACCEPTABLE FAÇADE MATERIALS: BRICK/ARCHITECTURAL STONE, TERRA COTTA, THRU-COLOR FIBER CEMENT

UNACCEPTABLE FAÇADE MATERIALS: PAINTED RESIDENTIAL QUALITY FIBER CEMENT, VINYL



FAÇADE GUIDELINE EXAMPLES:



SUSTAINABILITY GOALS AND REQUIREMENTS

- ENVELOPES AND SYSTEMS TO MEET ENERGY STAR, LEED, PASSIVE HOUSE OR NET ZERO REQUIREMENTS
- GREEN ROOFS TO CONTROL HEAT GAIN AND STORM WATER AND PROVIDE RECREATION AND GARDEN SPACE
- PHOTOVOLTAIC PANELS ON ROOFS TO PRODUCE ELECTRICITY
- USE VRF SYSTEMS TO MINIMIZE OR ELIMINATE FOSSIL FUEL USE
- CONSIDER CO-GENERATION, GEO-THERMAL AND OTHER RENEWABLE AND HIGH EFFICIENCY SYSTEMS
- ROOF TOP TERRACES TO PROVIDE OPEN SPACE.
- RAIN GARDENS AND OTHER LOW IMPACT STORM WATER SOLUTIONS
- ELECTRIC VEHICLE CHARGING STATIONS, ZIP-CAR SPACES, BIKE RENTAL STATIONS AND LANES

NEXT STEPS

TONIGHT: COMMENTS/QUESTIONS

TONIGHT: SMALL GROUP DISCUSSIONS

JANUARY: REFINE BOUNDARIES & DESIGN GUIDELINES

JANUARY: DRAFT THE 40R BYLAW.

FEBRUARY: HOLD ANOTHER COMMUNITY MEETING

CONTACT: NATE MALLOY, AMHERST SENIOR PLANNER