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.

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 smart growth?

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.

NORTH AMHERST DOWNTOWN

POMEROY VILLAGE

EAST AMHERST

DOWNTOWN

PRiMARY 40R distRict GoAls

kendRick PARk

n. PleAsAnt st.

AMitY stReet MAin stReet

1000ft

$^{200}_{300}$$^{400}_{500}$ 1000ft

secondARY 40R distRict GoAls

$^{200}_{300}{}^{400}_{500}$ 1000ft
1000ft

kendRick PARk
n. PleAsAnt stReet
MAin stReet
AMitY stReet

1000ft

200300400500 1000ft

kendRick PARk

MAin stReet

AMitY stReet

n. PleAsAnt stReet

1000ft

$200_{300}400$

500 1000ft

500 1000ft

kendRick PARk

AMitY stReet

Model foR futuRe develoPMent

1000ft

200300400

500 1000ft

500 1000ft

n. PleAsAnt stReet

MAin stReet

PlAnninG desiGn Guidelines

kendRick PARk

n. PleAsAnt stReet

MAin stReet

AMitY stReet

1000ft

200300400500 1000ft

n. PleAsAnt stReet

tRiAnGle stReet

kendRick PARk

n. PleAsAnt stReet

tRiAnGle stReet

kendRick PARk

n. PleAsAnt stReet

tRiAnGle stReet

kendRick PARk

buildinG MAssinG Guidelines:

n. PleAsAnt stReet

AMitY stReet

MAin stReet

n. PleAsAnt stReet

AMitY stReet

MAin stReet

n. PleAsAnt stReet

AMitY stReet

MAin stReet

n. PleAsAnt stReet

n. PleAsAnt stReet

n. PleAsAnt stReet

tRiAnGle stReet

e. PleAsAnt stReet

tRiAnGle stReet

e. PleAsAnt stReet

n. PleAsAnt stReet

coWles lAne

n. PleAsAnt stReet

coWles lAne

tO uNDERGROuND PARKING

n. PleAsAnt MAin stReet stReet

AMitY stReet
tRiAnGle stReet

tRiAnGle stReet
n. PleAsAnt MAin stReet stReet

AMitY stReet

tRiAnGle stReet
n. PleAsAnt MAin stReet stReet

AMitY stReet

tRiAnGle stReet
n. PleAsAnt MAin stReet stReet

AMitY stReet

tRiAnGle stReet
n. PleAsAnt MAin stReet stReet

AMitY stReet

tRiAnGle stReet
n. PleAsAnt MAin stReet stReet

AMitY stReet

Type B

Brick Feature strip Benches

planting area

street trees

plantings and shruBs

Type A

Type B

rooF overhang

recessed top Floor parapet with cornice

projection Bay Beyond

planting, trees and Benches

projecting canopy

recessed entrance

landscaped end strips

landscaped end strips and sidewalk landscaped central strip

buildinG fAÇAde Guidelines:

MATERIAL OR PLANE CHANGE AT 4TH FLOOR TO REDUCE BUILDING SCALE
VERTICAL MULLIONS SUBDIVIDE LARGER GLASS AREAS
SMALLER VERTICAL WINDOWS SUGGEST RESIDENTIAL CHARACTER
RECESSED WINDOWS PROVIDE SCALE AND TEXTURE
PROJECTING HORIZONTAL SIGN BAND PROVIDES CONTINUITY ALONG SIDEWALK
PROVIDE SUFFICIENT HEIGHT FOR AWNING CANOPY BELOW SIGN BAND
LARGER HORIZONTAL WINDOWS RETAIL VISUALLY OPEN TO THE PUBLIC
RECESSED ENTRY AND/OR PROJECTING CANOPY TO ENLIVEN PEDESTRIAN EXPERIENCE
ACCEPTABLE FACADE MATERIALS: BRICK/ARCHITECTURAL STONE, TERRA COTTA, THRU-COLOR FIBER CEMENT
UNACCEPTABLE FACADE MATERIALS: PAINTED RESIDENTIAL QUALITY FIBER CEMENT, VINYL
SIDEWALK DINING ZONE
WALKING ZONE

fAÇAde desiGn Guidelines:

CHANGE IN ROOF PROFILE CAN INDICATE CHANGE IN INTERIOR SPACE
46'
' 01FACADE CONSTRUCTION &
ARTICULATION PROVIDES HUMAN SCALE
36'
ORIENT MAIN FACADE OF BUILDING TOWARDS STREET
'32SMALLER RESIDENTIAL
FLOOR TO FLOOR HEIGHT
SIGN BAND '3113'
TALLER FIRST FLOOR REINFORCES PUBLIC CHARACTER
6' MIN.
8'-10'

fAÇAde Guideline eXAMPles: sustAinAbilitY GoAls And RequiReMents

neXt stePs