DRAFT – 8/1/11

DESIGN REVIEW GUIDELINES
for
COMMERCIAL DEVELOPMENTS

The goal of the SPPVD design standards is to enhance the visual character of this Belmont Business District and to respect and reflect traditional New England architecture. The intent of these guidelines is to help improve the design quality of Belmont's retail districts, helping to attract customers to the area and encourage economic revitalization.

This document suggests possible elements of what the town of Belmont considers beautiful functional design for the commercial area.

Purpose of Design Standards

➢ Preserve and enhance the village character of Belmont's commercial centers;

➢ Promote attractive development of commercial areas;

➢ Streamline the approval process for commercial development;

➢ Relate commercial properties both visually and physically to surrounding land uses;

➢ Facilitate a more walkable and healthier suburban atmosphere that integrates the needs of pedestrians with those of drivers;

➢ Protect property values by enhancing the Town's appearance.

Elements for Successful Pedestrian-Friendly Commercial Building Include:

➢ An orientation toward the street;

➢ Close proximity to the street;

➢ Parking behind the buildings;

➢ Pedestrian Amenities such as plazas and benches;

➢ Big windows on the ground floor, with no blank walls;

➢ Broken-up roofscape

➢ Use of natural materials such as wood, brick, or stone;

➢ Camouflaged large parking areas, storage spots, and mechanical equipment.

Examples of Preferred Architectural Styles

Mashpee Commons

Lexington Center

Example of Corporate Architecture

McDonalds in Lexington

Examples of Architecture to Avoid

Monotonous walls with little detail on any side of the Building

Architecture does not reflect Belmont
Do not recess display windows

Design Guidelines

Design, Massing,Scale & Proportions

Building design should incorporate features that add visual interest to the building while reducing the appearance of bulk or mass.

With the objective of maintaining a small-town character, buildings should appear to be modest in scale, relating to the scale of the immediate surroundings. The massing of larger commercial buildings should be deemphasized by the use of projecting and recessed sections.

Reduce the apparent scale of the building by introducing small scalled architectural features and breaking the roofscape with dormers, gables.

Example of an active commercial block – visually interesting, balanced, modest in scale.

Windows

First Floor windows should create a feeling of transparency on the ground floor. Upper stories should incorporate window patterns and designs that are compatible with and complimentary to existing upper story window patterns.

Architectural Style and Detail
Storefront
Roof Types
Entrances
Materials and Colors
Awnings and Signs
Landscaping
Lighting

Vertically aligned windows and entrances