

DESIGN GUIDELINES

FOR

THE X OVERLAY ZONE

SPRINGFIELD, MASSACHUSETTS



Prepared by
THE X MAIN STREET CORPORATION

In cooperation with
The City of Springfield

July, 1999

TABLE OF CONTENTS:	Page
INTRODUCTION	1
INTENT OF THE DESIGN GUIDELINES	1
AN "X" PRIMER	2
Building Stock	2
Prevailing Qualities & Character	3
LOCUS AND "X" OVERLAY MAP	4
GENERAL GUIDELINES	6
General Themes	6
Dimensional Controls and Building Location	7
Building Coverage	8
Design Style	8
Materials	9
Paint	10
Awnings & Canopies	10
General Submission Requirements	11
SIGN GUIDELINES	12
Recommended Accessory Wall Sign Designs	12
Examples of Recommended Designs	12
Examples of Unacceptable Designs	13
Accessory Ground Signs	13
Temporary Signs	13
Banners	13
Interior Window Signs	14
Signage Submission Requirements	14
LANDSCAPING, PARKING LOT AND LIGHTING GUIDELINES	15
Parking Lot/Walkway Lighting Standards	15
Landscape/Parking Lot/Lighting Submission Requirements	16
DESIGN REVIEW/APPROVAL PROCESS	18
APPENDIX A	
Springfield Zoning Ordinance Article XIV-C	
APPENDIX B	
Sample Submission Requirements	

DESIGN GUIDELINES

INTRODUCTION

In January of 1997, The "X" Main Street Corporation (*The X Plan*) and the City of Springfield hosted a Design Guideline Workshop at Trinity Church in Forest Park. Led by members of the Western Massachusetts Chapter of the American Institute of Architects and funded by the Boston Foundation for Architecture, the workshop was intended to define a shared vision of the "X" and to craft a set of guidelines that assist in the implementation of this vision. To that end, over 30 residents, merchants, property owners and government officials met with architectural team leaders in order to define the vision.

This document reflects both the vision and guidelines from the original 1997 workshop and subsequent revisions and additions developed through ongoing communications between The "X" Main Street Corporation's Design Committee, city planners, merchants and residents in the "X" Community. Moreover, the Guidelines reflect an appreciation of the relationship between good design and higher sales. After all, a commercial district must be profitable in order to thrive. Therefore, design guidelines provide another marketing tool for merchants and property owners.

Design Guidelines provide an overall framework for the "X" Main Street revitalization program. Coupled with a clear review process, they can be an effective revitalization tool. To be successful, however, guidelines require the active and full support of the residential, merchant, government and development communities. This cooperative effort is essential to the long-term viability of the program and the continued success of the "X" community into the next century.

INTENT OF THE DESIGN GUIDELINES

These Design Guidelines respond to the popular belief that the "X" is a truly unique neighborhood retail district. Although the "X" is not a downtown area, it serves as the central business district of the Forest Park neighborhood. At the same time, it is evolving into a larger shopping destination with nationally known stores and restaurants. This document, along with the City of Springfield's Site Development and Design Overlay Zone regulations for the area, provide the necessary guidelines for compatible development at the "X". New development, signage and rehabilitation should be mindful of the district's overall character and be constructed in a compatible manner. The specific objectives of the Design Guidelines are noted on page 2.

Objectives:

- To summarize existing conditions and unique characteristics of the "X" District;
- To enhance the prevailing qualities of the "X" as a neighborhood commercial district;
- To encourage exterior rehabilitation projects in keeping with the prevailing qualities of the building and the district;
- To encourage new development that will complement these prevailing qualities;
- To encourage landscaping and plantings in developed parking areas and other impervious surfaces; and
- To encourage new signage that is in scale with the overall size of the business, building and/or parcel of land.

AN "X" PRIMER

The "X" is located at the intersection of Dickinson Street, Belmont Avenue and Sumner Avenue in the Forest Park neighborhood of Springfield (See the Location and Overlay Zone maps on pages 4-5). At the center of the neighborhood, the "X" makes for an ideal business hub. Over time, the "X" shopping district emerged as the central commercial destination for the growing southern tier of the city. In fact, the "X" was Springfield's second largest shopping district in the 1960s. Its market share has since eroded due to increased competition, especially from suburban malls.

However, over 25,000 vehicles pass through the "X" daily, presenting a unique opportunity to broaden market share. Additionally, the district's target market is evolving. For example, several Vietnamese-product stores have recently have opened. U.S. Census data indicate that the neighborhood's Asian, Hispanic and Russian populations are growing and goods and services will need to be provided for these populations. Large religious communities and higher income households are among the notable demographic groups in Forest Park.

Building Stock

The earliest building constructed for business purposes at the "X" is located at 512 Sumner Avenue and dates back to approximately 1908. Fifteen other commercial properties predating the World War II era can be found in the district. Construction of the former Blake's Department Store in 1952 marked the beginning of a second phase of development.

Seventeen more buildings followed until the early 1970s. Only two buildings – Walgreen’s and Taco Bell/Pizza Hut– have been built since then.

There is a clear pattern among the commercial structures at the X. All of the commercial buildings are smaller than three stories and well over half are built with brick materials. Many buildings are set close to or at the street line with identifiable window displays and wall-mounted signs.

Prevailing Qualities & Character

Even today, the characteristic “X” streetscape is largely intact. For example, most storefronts have large window displays and are located at or near the street line. Many parcels have large frontage areas and building frontage. Parking is emphasized on side or rear parking areas. Typically, wall or projecting signs are located above the main door of a business establishment. Most buildings do not have accessory ground signs except those that are setback from the street line. Roof-mounted signs, including billboards, were largely removed during an X beautification project in the 1980s.



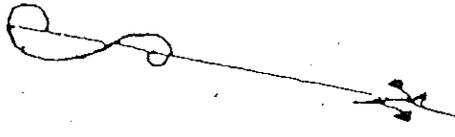
The City of Springfield Springfield, Massachusetts

Prepared by the Springfield Planning Department

Forest Park

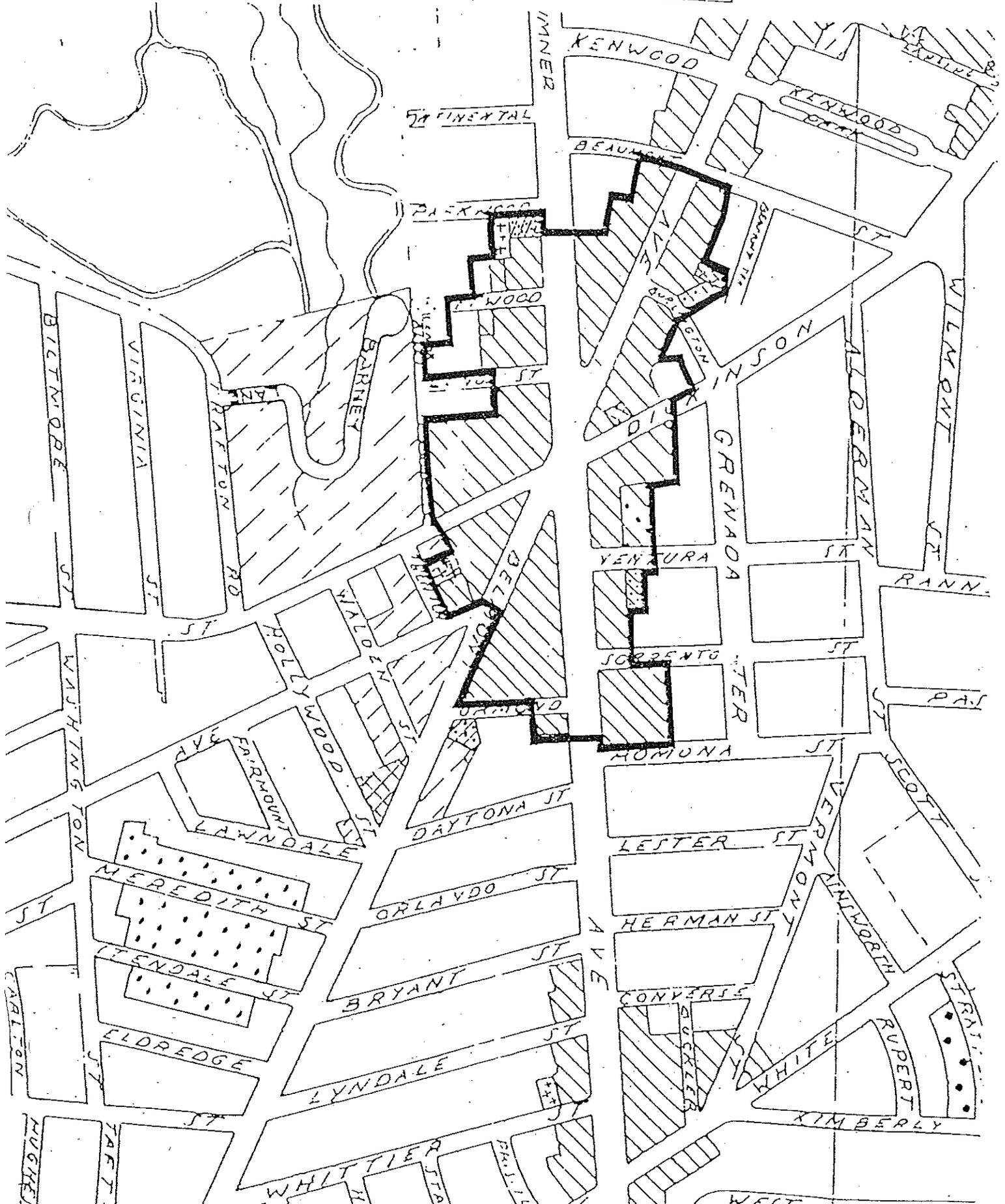
The "X"

SCALE
400 FEET



SEC. 41 PLOT

BUILDING ZONE MAP
OF THE CITY OF SPRINGFIELD



GENERAL GUIDELINES

Design guidelines provide a conceptual framework for restoration and new construction. Overall the guidelines focus on exterior presentation. Rehabilitation and new exterior changes should be mindful of the prevailing character and qualities of the "X".

In addition to these Design Guidelines, refer to Article XIV-C, Site Development and Design Overlay Zone section of Springfield Zoning Ordinance (Appendix A) for specific requirements and regulations.

General Themes

The construction of new "infill" buildings on vacant land and the rehabilitation of existing structures is encouraged and welcomed. The replacement of existing structures with new construction, however, must be done only as a last resort and with Design Committee approval, when unusual conditions - such as condemnation - merit a demolition and redevelopment project.

With new construction, the challenge is to design a building that is appropriate and compatible with the surrounding area and that is good for business. The overriding design theme at the "X" is the maintenance of a solid front with the street. A solid front is desired for a number of reasons. First and foremost is visibility. Buildings that are setback from the road are impossible to see and require large signs to direct patrons. Mindful of the prevailing "X" streetscape, visibility and parking are important considerations.

While it is desirable to have a solid front streetscape with windows, there must be some provision for off-street parking and for existing setbacks. A solid front with minimal setbacks and, perhaps side parking, is sensible. In areas where existing setbacks are well beyond the street, careful building and sign placement is required.

Drive-up windows present a challenge for businesses at the "X". The layout of most properties makes it difficult to provide for adequate turning movements and stacking lanes. Drive-up windows may also require additional curb cuts or may limit available space for landscaping. Additionally, the "X" is an urban neighborhood business district where pedestrian activity is a critical means of access to businesses. Therefore, pedestrian access needs to be encouraged by means of preserving and enhancing pedestrian byways and crossings. Drive-up windows are a direct contradiction to this objective and are strongly discouraged.

Dimensional Controls and Building Location

Throughout the "X", the majority of the commercial buildings tend to be low-rise structures. All new construction should be designed in a similar manner, with particular attention to adjacent buildings. This takes into consideration not only the height of the adjacent buildings but also the width, proportions and the roofline. In the event of new construction, the design should be similar to the adjacent buildings (See Figure 1). Flat roofs should be designed with some type of cornice that coincides with the surrounding structures.

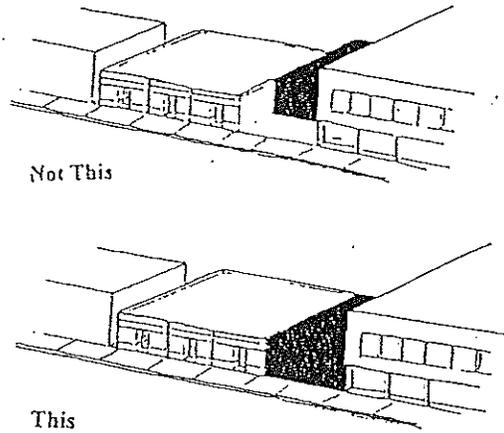


Figure 1

Building location should also respect adjacent properties. Throughout the "X", many buildings are located with zero setbacks. This gives the "X" its characteristic streetscape. Any new construction should be designed to follow this existing pattern. Where properties are set back, such as 598-600 Sumner Avenue, then new construction should be the same as the adjacent properties. (See Figure 2).

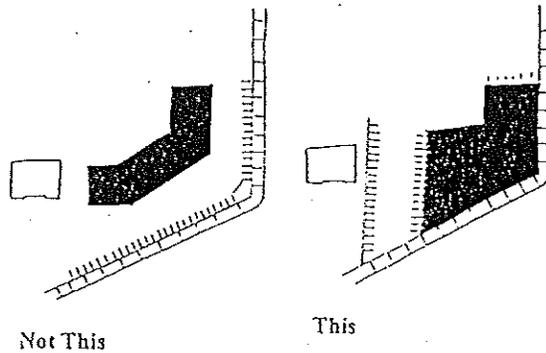


Figure 2

Building Coverage

Building coverage normally is measured in maximum lot coverage. For example, a 10% lot coverage means that 1/10th of the entire lot is covered by a structure. Given the character of the X, however, minimum lot coverage makes sense as well. For new construction, minimum lot coverage of 50% is recommended. Also, the building coverage would be along the street line so that parking does not visually dominate the streetscape. This coverage does allow for rear- and side-lot parking (See Figure 3).

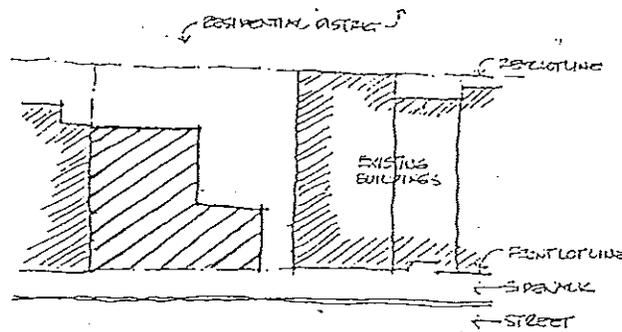


Figure 3

Design Style

Area and height regulations provide just one component to overall design quality. The other important aspect is style. The unique character of the "X" is derived from a distinctive pattern of building placement, signage and other merchant improvements.

Because of the special and eclectic nature of the buildings at the "X", there cannot be one single answer or style that would be appropriate for all locations. A set of common principles makes more sense for the "X" Design Guidelines.

For example, an important design principle is the proportion of openings, such as doors and windows. Any new construction should be designed to have a minimum of 2/3 glass to 1/3 solid material on principal streets. All new storefronts should be designed to follow the window rhythm and pattern of the surrounding architecture. The goal of this guideline is to optimize the display of goods and to attract customers. The store space becomes part of the public street, readily accessible to shoppers (See Figure 4). Recessed doorways also may be considered in the design. Anti-reflective sheeting or other window blocking techniques are not encouraged.

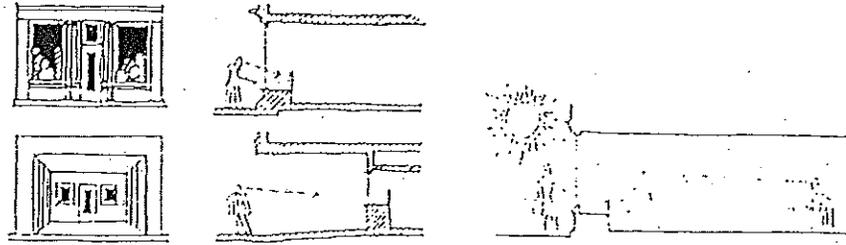


Figure 4

These types of entries keeps the windows right next to the street in full view of passersby and the recessed entry helps to emphasize the door. The doorway becomes an intimate and sheltered entry that helps to invite the pedestrian inside (See Figure 5). It is also critical to invite customers in through the front entrance of the building even if parking and other entrances are located on the side or rear of the building. An animated streetscape benefits the overall image of the business district and encourages additional pedestrian traffic.

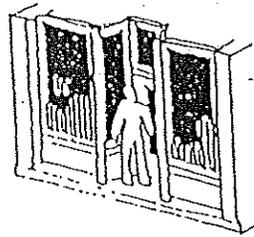


Figure 5

Materials

The "X" is a neighborhood commercial district largely characterized by brick buildings and other masonry treatments. Choosing the correct material is critical in any good design. The material used should complement surrounding structures and the overall fabric of the "X". Simple, unobstructed materials should be used that help to emphasize the display windows and the entry door.

Materials to be used in new construction shall consist of brick and stone. Stucco, as a component to a brick/stone façade, may also be acceptable. Materials such as false shingles, false stone or brick and industrial-type masonry and metal siding should not be used.

The "X" has a number of homes that have been converted into businesses. Additional renovations, as well as any new (legal) conversions of homes to businesses, should carefully integrate the existing architecture and materials of the home with any needed exterior changes.

Paint

Of course, the choice of paint is a personal one. There are some reasonable guidelines, however, that should be followed. For example, paint color should be used to tie together all the building elements, including the cornice, upper façade, windows, storefront and doors. More than three colors on a building could lead to confusion and lost business. Three or less colors will provide for a clean, crisp presentation. A notable exception to the maximum three-color guideline would be any Victorian homes within the district.

Awnings & Canopies

Awnings and canopies lend both character and color to a building and are supported enthusiastically. An awning or canopy can be both a decorative feature and a functional addition to a storefront. It serves as an energy saver by regulating the amount of sunlight that enters the windows (See Figure 6).

However, these items must be in keeping with the style of the building and its overall purpose (See Figure 6). Awnings and canopies consisting of a backlit plastic or vinyl fabric are not supported since they detract from the architecture of the building and from window displays. Similarly, plastic awnings that double as signs should not be used. More sign guidelines are found on page 12.

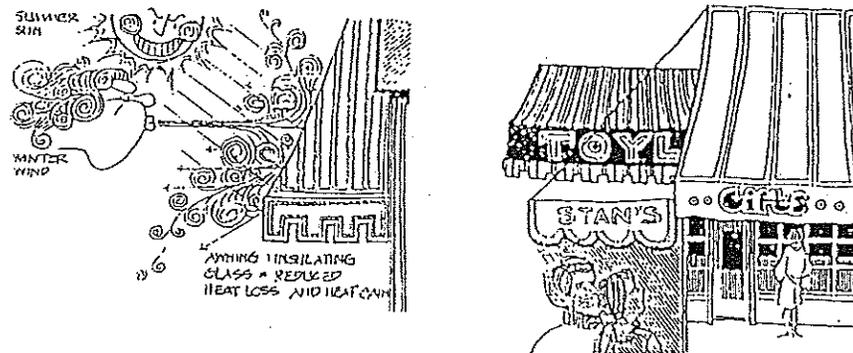


Figure 6

General Submission Requirements

For design approval from the X Design Committee, please provide five (5) copies of the following materials for review.

- Scaled dimensional drawing of site plan to include: property lines, driveways, parking areas, building(s) with all external doorways indicated, all materials and colors indicated
- Scaled dimensional drawing of building elevation(s) to include: portions of adjoining buildings, upper story of building, windows and doorways, all materials and colors indicated

(See also submission requirements for signage, landscaping and parking lots).

SIGN GUIDELINES

Signs are a vital component to the overall design of the “X”. Signs call attention to a business and create an individual image. Signage is an essential marketing tool for businesses and conveys a message not only about each individual business but also about the larger community.

The goal of these Sign Guidelines is to:

- Be pro-business, to assist businesses in the X Overlay Zone to thrive and attract a wider and more diverse market share.
- Add clarity and ease to the sign approval process.
- Offer direction in sign design that complements the architecture and scale of the “X” business district with a cohesive signage approach while ensuring that each business can still be able to create an individual image.
- Ensure that signage in the “X” Business District blends harmoniously with the surrounding residential neighborhoods.

In addition to these Design Guidelines, refer to Article XIV-C, Site Development and Design Overlay Zone section of Springfield Zoning Ordinance (Appendix A) for specific requirements and regulations.

Recommended Accessory Wall Sign Designs

- Signs complementing the existing design features and architecture of the building. For example, many buildings at the “X” have “sign bands” above the window. Use of the sign band is strongly encouraged.
- Signs using external or surface-applied lighting. External illumination is strongly encouraged as it allows for a softer lighting that highlights the building as well. “Backlit plastic” signs should not be used.
- Signs using textured surfaces.
- Signs with matte finishes.

Examples of Recommended Designs

- Dimensional signs with carved incised or individual raised letters.
- Individual unlit raised letters (aluminum or plastic).

- Lettered canvas awnings, unlit or lit by external lighting.
- Wood, high-density urethane or metal hanging signs perpendicular to the storefront.

Examples of Unacceptable Designs

- Backlit plastic signs and awnings.
- Signs that are disproportionate in size to the building or background.
- Glossy finishes.
- Unframed porcelain enamel on aluminum signs.
- Backlit plastic channel letters.
- Signs on raceways.

In addition, signs facing parking lots that are not owned or that are not used in conjunction with the business are not encouraged.

Accessory Ground Signs

Ground-mounted “pole” signs are discouraged, except in the special circumstances where an existing building is well back from the street line. And in these circumstances, strong consideration should be given to a ground sign mounted on a base, rather than on a pole.

In either case, unlit or externally lit signs are preferable. Backlit plastic is discouraged. Similarly, textured materials, including wood and high-density urethane are recommended for ground base signs.

Temporary Signs

Temporary signs shall be limited. Banners, streamers and other promotional materials should be reviewed for location, intent and duration. “Weekly” sales do not merit banners or streamers; a festival, closeout or other special event is a more appropriate use for temporary signs.

Banners

Banners on street light poles may add character and life to the commercial district. However, banners should always be done in a coordinated fashion to avoid clutter and are only encouraged on street

light poles. Banners in parking lots or on private property are not encouraged.

Care should be taken with banner designs. All banners should be canvas or similar fabric as opposed to plastic. Business and sponsor spaces should be limited to no more than 20% of the banner space and further be limited to a generic font pattern for all businesses. Corporate logos and designs should not be used.

Interior Window Signs

Signs painted or placed on the inside of windows shall be permitted, provided that the area of such signs does not exceed twenty percent (20%) of the area of the window glass.

Signage Submission Requirements

For design approval from the X Design Committee, please provide five (5) copies of the following materials for review.

- Scaled dimensional drawing of sign to include: materials, colors, lettering
- Scaled dimensional drawing of building elevation to include: all signage placement areas, portions of adjoining buildings, upper story of building if applicable, lighting for signage, with materials and colors indicated
- Scaled dimensional drawing of site plan to include: property lines, sign set backs, driveways and parking areas, and building

See samples of Submission Requirements in Appendix B.

LANDSCAPING, PARKING LOT & LIGHTING GUIDELINES

Landscaping opportunities, due to the tight streetscape of the "X", is limited. Sidewalks with no tree belts are found throughout the "X". One way to add landscaping to the built environment is to use planters. Currently, planters are located at certain intervals, but more are needed. Hanging flower baskets can also be added to both building fronts and lighting stanchions.

New parking lot construction should include pervious landscaping wherever possible, and especially at curb lines. Parking lots are well suited to grass, shrub and/or mulch treatments, provided they are well maintained. In many areas, landscaped islands may be enhanced with a street trees.

In addition to these Design Guidelines, refer to Article XIV-C, Site Development and Design Overlay Zone section of Springfield Zoning Ordinance (Appendix A) for specific requirements and regulations.

The following Landscaping and Parking Lot Guidelines are recommended for the "X":

- Off-street parking areas, in excess of minimum parking requirements, shall be suitably landscaped and curbed. At least 15% of the parking lot area should be landscaped when parking lots exceed the minimum amount of parking required for the building. Shade trees of four (4) inch caliper spaced at twenty (20) foot intervals are an example of acceptable treebelt landscaping.
- All parking areas require a minimum of a three-foot buffer strip separating the sidewalk or public right-of-way from the parking surface. Shrubbery forming a hedgerow and street trees are recommended for this buffer strip.
- All parking areas bordering residential property must have a minimum of ten (10) feet of landscaped buffer and appropriate fencing.
- Curb cuts should be kept to a minimum and always done in accordance with DPW standards, including a consistent sidewalk with driveway apron.
- All parking lot should adhere to the parking lot/walkway standards (below).

Parking Lot/Walkway Lighting Standards

Parking lot lighting should follow standard and accepted practice for lumens and footcandles on pavement. A copy of the Illuminating

Engineering Society of North America's *IES Lighting Handbook* standards is found on the following page.

In addition, attention must be paid to the aesthetic quality of lighting fixtures. While there are no specifications, decorative lighting treatments are strongly encouraged - especially along the street line and in pedestrian areas. In all circumstances where properties abut a residential home, light shields should be provided.

Landscaping/Parking Lot /Lighting Submission Requirements

For design approval from the X Design Committee, please provide five (5) copies of the following materials for review.

- Scaled dimensional drawing of site plan to include: property lines, driveways, parking areas with number of spaces indicated, building, plants, paving, fencing and buffer materials indicated. All walkway and overhead lighting specifications should be provided.

ILLUMINATION GUIDELINES FOR STREETS, PARKING, AND PEDESTRIAN AREAS

B. PARKING ILLUMINATION (OPEN PARKING FACILITIES)

Level of Activity	ILLUMINATION OBJECTIVE			
	Vehicular Use Area Only		General Parking & Pedestrian Safety	
	Lux	Footcandles	Lux	Footcandles
Low activity	5	0.5	2	0.2
Medium activity	11	1	6	0.6
High activity	22	2	10	0.9

C. PEDESTRIAN WAY ILLUMINATION

Walkways & Bikeway Classification	Minimum Average Horizontal Levels	Average Levels for Special Pedestrian Security
	Lux	Lux
Sidewalks (roadside) and Type A bikeways		
Commercial areas	10	22
Intermediate areas	6	11
Residential areas	2	5
Walkways distant from roadways and Type B bikeways		
Walkways, bikeways and stairways	5	5
Pedestrian tunnels	43	54

3. ACTIVITY LEVEL

High activity. Examples include major-league athletic events, major cultural or civic events, regional shopping centers, and fast food facilities.

Medium activity. Examples include community shopping centers, office parks, hospital parking areas, transportation parking (airports, etc.), cultural, civic or recreational events, and residential complex parking.

Low activity. Examples include neighborhood shopping, industrial employee parking, educational facility parking, and church parking.

4. BIKEWAY CLASSIFICATION

1. Type A bikeway — *Designated bicycle lane.* A portion of roadway or shoulder which has been designated for use by bicyclists. It is distinguished from the portion of the roadway for motor vehicle traffic by a paint stripe, curb, or other similar device.

2. Type B bikeway — *Bicycle trail.* A separate trail or path from which motor vehicles are prohibited and which is for the exclusive use of bicyclists or the shared use of bicyclists and pedestrians. Where such a trail or path forms a part of a highway, it is separated from the roadways for motor vehicle traffic by an open space or barrier.

Source: Illuminating Engineering Society of North America, *IES Lighting Handbook — Application Volume* (New York, NY: IES, 1987). Note: The IES reference volumes should be consulted for details.

DESIGN REVIEW AND APPROVAL PROCESS

Arrange pre-presentation meeting with X Main Street Representative



Develop your Design Proposal



Present Design Proposal to X Main Street Corporation Design Committee



Submit/present Design Proposal to City Planning Board and/or City Council for Approval.



Obtain required permits as needed

1. Contact The X Main Street Corporation at 731-9730 to set up an appointment.

2. Refer to The X Main Street Corporation Design Guidelines and City of Springfield zoning regulations.

3. Submit 5 copies of all required materials (See submission requirements). The Design Committee will notify you and the City Planning Dept. in writing regarding the status of your proposal.

4. Contact the City Planning Dept. for Public Hearing schedule, required fees and other submission requirements

5. Obtain all necessary permits.

Note: Do not order materials or begin implementing proposal prior to City Planning Board and/or City Council Approval.

APPENDIX A

Springfield Zoning Ordinance Article XIV-C, Site Development and Design Overlay Zone

To The City Council of the City of Springfield:

The undersigned respectfully petition your honorable body

to create an Article XIV-C Site Development and Design Overlay Zone in the City of Springfield Zoning Ordinance to read as follows:

ARTICLE XIV-C SITE DEVELOPMENT AND DESIGN OVERLAY ZONE

Section C-1400. Intent

The Site Development and Design Overlay Zone (overlay zone) is intended to provide a review procedure for new development or alterations to areas of the city with unique architectural, design or landscape feature for the purposes of preserving and promoting proper and consistent land use development within these areas.

Section C-1401: Location

Overlay zones are indicated on the official Springfield Zoning Map.

Section C-1402. Use Regulations

In a Site Development and Design Overlay Zone, the use, sign and parking regulations of the underlying zone shall apply, except as noted below or in other sections of this Article.

1. The following uses and activities require a Special Permit from the City Council:
 - a. Any use involving the new construction, demolition or exterior rehabilitation or any combination of these activities totaling more than 1,000 square feet.
 - b. Conversion of residential structures to commercial uses, exclusive of home occupations.
 - c. Automotive-related uses if allowed by right or by special permit in the underlying zone. These uses include, but are not limited to, a motor vehicle parking lot or garage, motor vehicle service station, mechanical or hand car wash, used automotive sales, automotive rentals, express trucking, truck, trailer and mobile home sales or rental agency, motor vehicle repair shop, auto body shop, brake and muffler shop, tire recapping and retreading, temporary car storage lot, truck stop, junk yard and gasoline filling station.
2. The following uses and activities, not included in C-1402.1, require a Special Permit from the Planning Board:
 - a. Accessory signs and non-accessory signs, as defined in Article XVIII,
 - b. Signs pertaining to gasoline filling stations, garages and shopping centers as defined in Article XVIII.
 - c. Changes, beyond replacement maintenance, to the exterior facade or side wall fronting a public or private right-of-way, including but not limited to changes in roof design, windows, canopy and material.
 - d. Wireless communications facilities, excepting those facilities requiring a Special Permit from the City Council and excepting roof-mounted facilities extending less than 16 feet above the building height.

Section C-1403. Site Regulations. All proposed uses or activities in an overlay zone are subject to the Area and Height, Parking and Sign Regulations of the underlying zone, except as noted below.

1. Area and Height. All proposed uses or activities must demonstrate compatibility with the prevailing character of the surrounding area and with any approved Design Guidelines for the overlay zone.
2. Parking. Off-street parking areas, in excess of minimum parking requirements, shall be suitably landscaped and curbed. At least 15% of any parking area must be landscaped. Shade trees of four (4) inch caliper set at intervals of twenty (20) feet or less or shrub plantings set at intervals of four feet or less are examples of acceptable landscaping techniques. All landscaped areas shall have a pervious base, such as mulch or grass.
3. Sign Regulations.
 - a. These signs shall not exceed a height of ten (10) feet and shall not exceed twenty (20) square feet per face area or forty (40) square feet in total face area for a sign with two (2) faces. Accessory ground signs mounted on a ground base shall not exceed seven (7) feet in height and shall not exceed thirty (30) square feet per face area including the ground base area and shall not exceed sixty (60) in total face area for a sign with (2) faces.
 - b. Accessory wall signs may not exceed two (2) square feet per lineal foot of primary building frontage associated with the use and in no case shall the sign exceed 100 square feet. In the case of accessory wall signs on building frontage on a side street or parking area, the sign shall not exceed of the size of the sign facing the primary building frontage.
 - c. One (1) non-accessory wall sign is allowed on a parcel. A non-accessory wall sign may not exceed 100 square feet per face area and shall have only one (1) face.

Section C-1404. Special Permit Procedures

1. Special Permit applications under this section are subject to Section 2005. In the event that a petitioner is requesting more than one Special Permit from the City Council for a particular project, the petitioner may combine the petitions at no additional cost.
2. The petitioner is encouraged to arrange a pre-application meeting with the Planning Department.
3. The petitioner shall present a plan that is in keeping with the architectural and design qualities of the overlay zone and that is in keeping with any applicable and approved Design Guidelines and Neighborhood Plans for the area.
4. For a Special Permit from the City Council, the petitioner shall submit six (6) copies of a Site Plan for review. The Planning Department shall distribute one copy of the plan to each of the following departments: Building Department, Economic Development, Public Works and City Council. The Site Plan shall consist of a narrative description of the proposal and four additional components:
 - a. A Base Plan, showing the parcel boundary, dimensions, existing and proposed buildings,

existing and proposed parking areas, curb cuts, utilities, lighting with specifications, waste disposal areas, fences, service areas, abutting parcels and street lines within a 200' radius of the site, and buildings and curb cuts located on abutting parcels.

- b. Elevations, at a scale (minimum 1/8"), showing existing and proposed building elevations. Elevations should indicate height, length and design of the facade area as well as the comparative heights of structures on abutting parcels. The elevations should be accompanied by a material and color board.
 - c. A Landscape Plan, showing the limits of work, existing and proposed tree line, existing and proposed landscape features with planting and maturing size of each type of tree or shrub.
 - d. A Sign Plan, showing the location, dimensions, height, material and color of existing and proposed signs, with accompanying elevations.
5. In addition to the Site Plan submissions, a traffic impact study shall be prepared at the direction of the Director of Public Works and shall be furnished at the time of application.
 6. For a Special Permit from the Planning Board, the petitioner is required to submit four (4) copies of items C-1404.4b. and C-1404.4d.
 7. Unless otherwise specified by the Planning Director, the Site Plan shall be no smaller than 1" = 20' scale, drawn by a registered architect or landscape architect. At the time of a pre-application meeting, the petitioner may request from the Planning Director a waiver from one or more of the submission requirements. Such request shall be made in writing and shall demonstrate a compelling reason for relief from any submission requirement.
 8. The Planning Department, based on input from appropriate city departments, neighborhood councils, associations and revitalization groups, will review and make appropriate recommendations to the petitioner. These recommendations shall be forwarded to either the City Council or the Planning Board at least seven (7) days in advance of the public hearing.

Section C-1405. Standards for Reviewing

1. In addition to the standards for reviewing set forth in 2005.7, the City Council and Planning Board shall consider the following matters in making its decision:
 - a. The Planning Department's site plan review recommendation.
 - b. The compatibility of the proposed use or activity with the Master Plan and any applicable Design Guidelines and Neighborhood Plans.
 - c. The impact of the proposed use or activity upon the delivery of municipal services, including water, sewer, fire protection and police protection.
 - d. The impact of the proposed use or activity upon traffic circulation, both on-site and on access ways to the site.
 - e. The impact of the proposed use or activity upon the health, safety and welfare of the surrounding neighborhood.

- f. The positive impact of the proposed use or activity on the overall economic development of the overlay zone area.

Section C-1406. Certificate of Occupancy.

The Building Commissioner shall issue a Certificate of Occupancy based on compliance with all aspects of the Special Permit, including the Site Plan, with the possible exception of seasonal landscaping, and any further conditions contained within the language of the Special Permit.

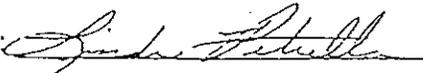
Section C-1406. Revocation.

The Building Commissioner may revoke the Certificate of Occupancy, the Planning Board and City Council may revoke a Special Permit for just cause. Examples of just cause include, but are not limited to, failure to comply with any conditions attached to the Special Permit, substantial deviation from the Site Plan, false or misleading testimony at a public hearing, failure to comply with applicable city ordinances and regulations.

and further to amend the Springfield Zoning Map by adding the Site Development and Design Overlay Zone to that commercially-developed area surrounding the intersection of Dickinson Street, Sumner Avenue, and Belmont Avenue known as the "X", and as further defined on the attached map.

Mailing Address:
Springfield Planning Department
36 Court Street, City Hall
Springfield, MA 01103

Petitioners:
Linda Petrella
Planning Director

BY: 

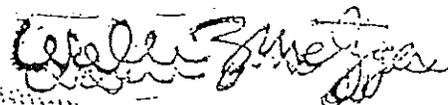
The "X" Main Street Corporation
590 Sumner Avenue
Springfield, MA 01108

Ten Registered Voters

BY: 

A true copy of a Petition referred to the Planning Board in accordance with the rules of the City Council by the City Clerk On: June 27, 1997.

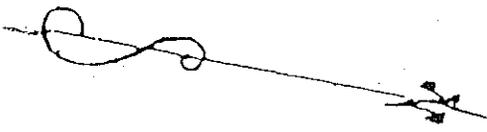
Attest:



City Clerk

SCALE

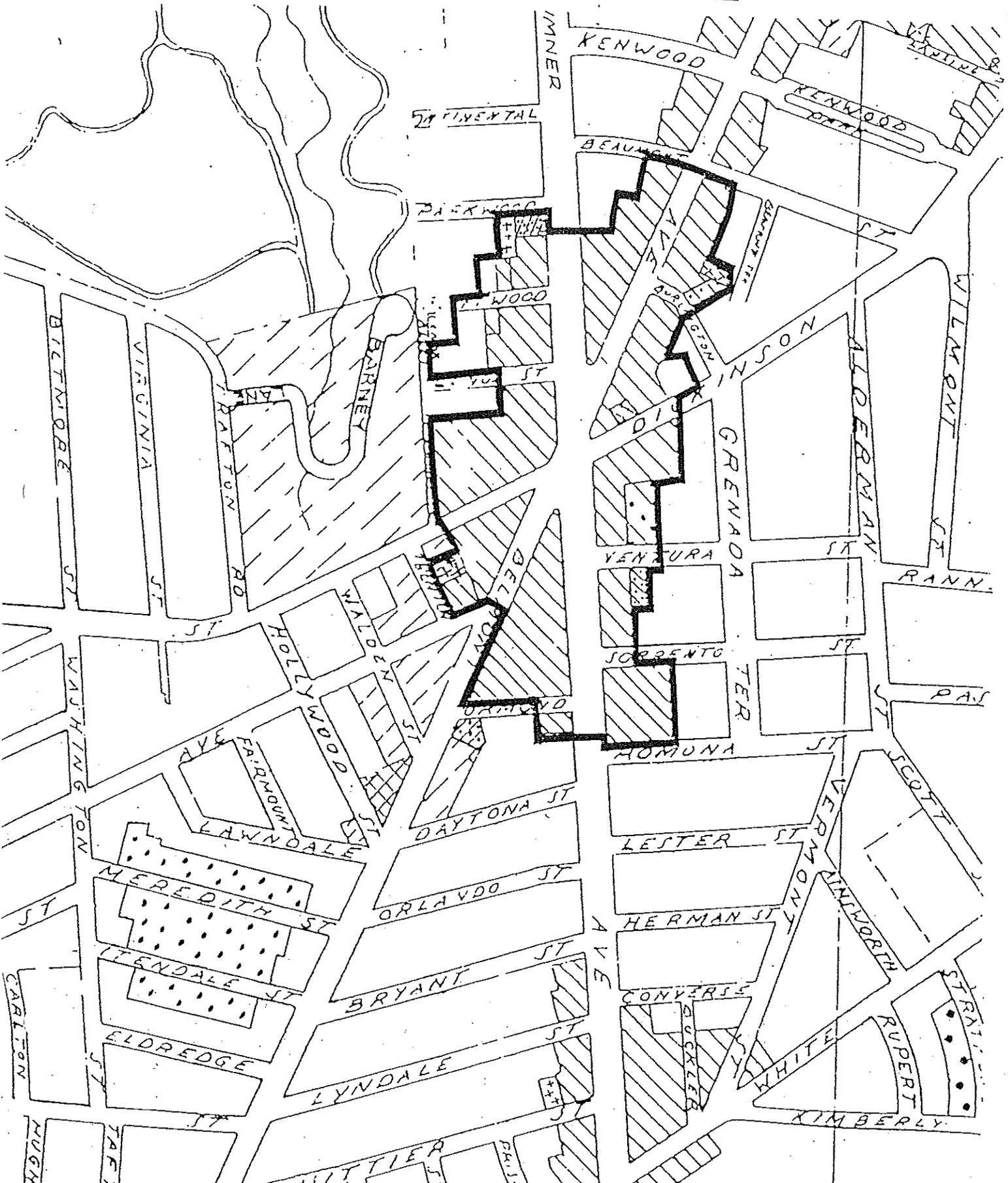
= 10 FEET



SEC. 41

PLOT

BUILDING ZONE MAP
OF THE CITY OF SPRINGFIELD

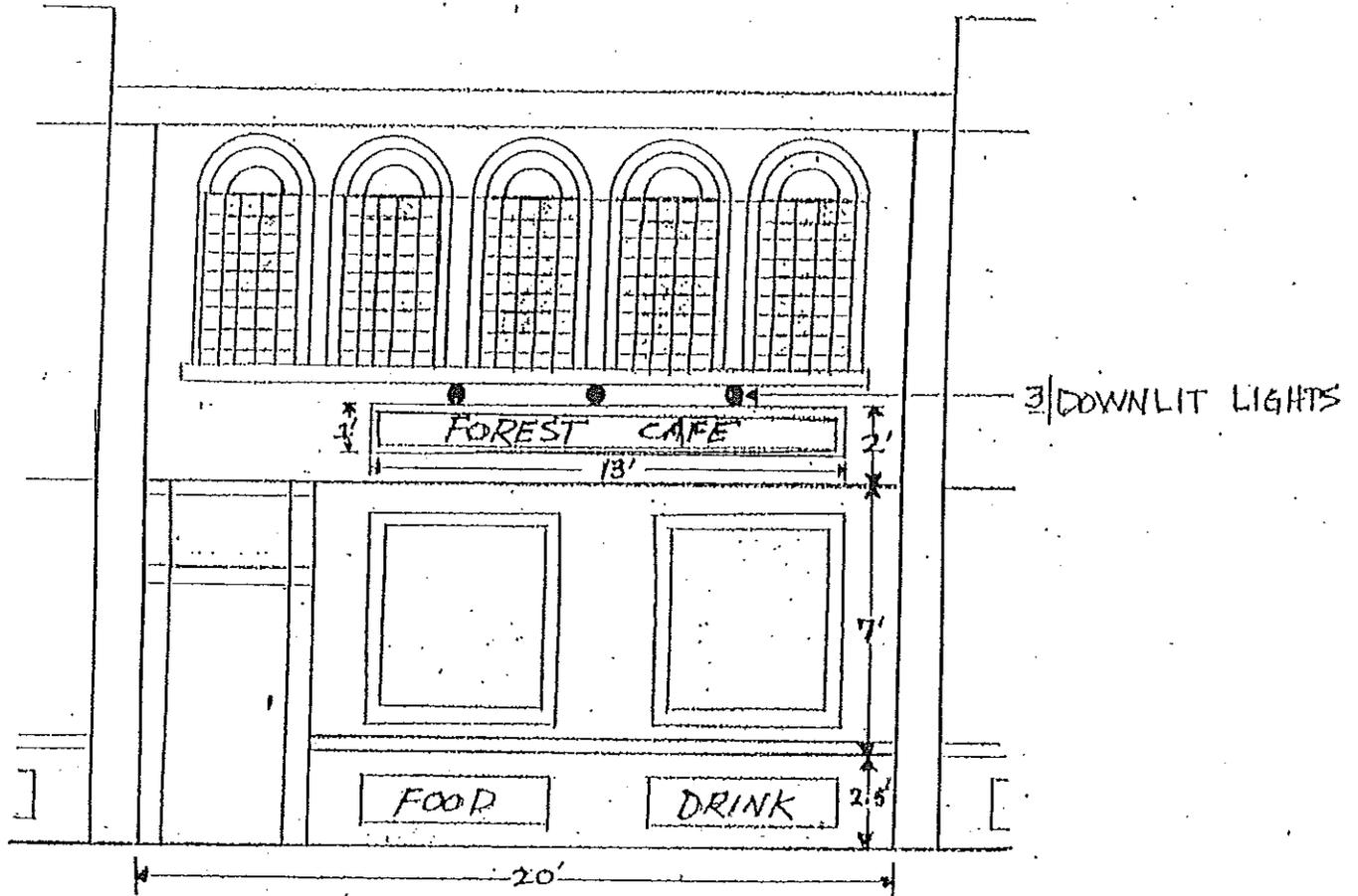


APPENDIX B

Sample Submission Requirements

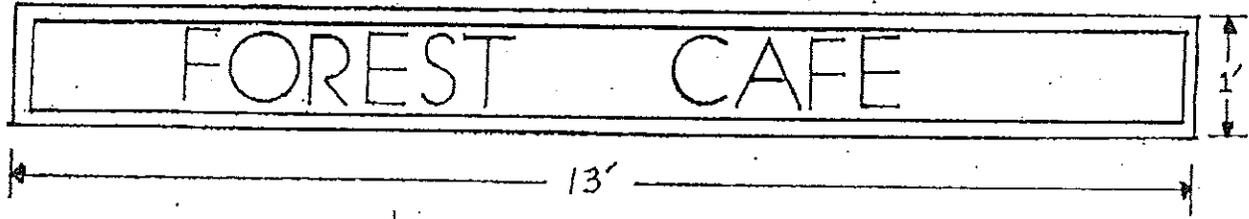
B. Sample Building Elevation

-Show the following information: All signage placement areas, portions of adjoining buildings, upper story of building if applicable, lighting for signage, materials and colors



A. Sample Sign Drawing

-Indicate the following: Dimensions, lettering, materials, and colors



Materials: 1 1/2" Plywood sign board with 1" frame trim around perimeter

Color: Dark green background with gold leaf lettering and burgundy trim

Lettering: Carved into wood, type as shown

C. Sample Site Plan

-Show the following information: Property lines, sign set backs, driveways and parking areas, and building

